

Prospects for the Development of MICE Tourism in Uzbekistan During the Pandemic Period in Conjunction with Youth Tourism

Kadamboyev Behzod Shukhrat ugli

Urgench State University 3rd year student of the Faculty of Economics

Abstract: Youth tourism and MICE tourism are the types of tourism in the future. They are in many respects ecological, cultural and political contexts. In addition, the future of tourism depends on the current state of affairs.

Keywords: Youth Tourism, Covid-19, safe tourism, online travel, MICE tourism, travel, UN, tourism sector.

Tourism refers to the movement of people from one place to another over a period of time. This can be classified as a part of the tourism industry, as well as leisure, business and other reasons, in addition to the normal tourist environment.

The International Congress and Convention Association (ICCA) set a record in 2017 with 12,558 meetings of international associations and 346 additional meetings.

(ICCA) is the highest level ever recorded. In the Annual Analysis of ICCA Annual Meeting Data. The MICE industry is valued at \$ 752 billion and is expected to grow by \$ 1.245 billion by 2023.

It should be noted that the prospects for the development of co-tourism in our country are being formed. In particular, MICE and Youth Tourism.

It emphasizes that this is one of the priorities of state policy showed an increase in foreign influx in the two years before the last pandemic. In 2017, their number was 2.8 million, while in 2019 the figure was 6.3 million. Prospects for the successful development of youth and MICE tourism in Uzbekistan.

Research objectives include:

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- Study of the potential and prospects of MICE tourism in Uzbekistan;

- Suggestions for guidelines for MICE tourism development and promotion

The current state and shortcomings of MICE tourism in Uzbekistan depend on transport, road conditions and housing infrastructure. In addition, there is a lack of marketing research to develop MICE tourism, a lack of direct investment, and some measures to mitigate problems are not being implemented in a timely manner.

Due to the outbreak of the pandemic in the world in 2019, not all tourists could escape their dreams. It is advisable to follow the sanitary rules only in order to preserve and implement the opportunity to travel among young people. To this end, pandemic plans are being developed through the coordination of measures in the field of health care.

Youth tourism is one of the most promising forms of tourism on a global scale. In 2019, the tourism industry accounted for about ten percent (10%) of the world's gross domestic product (GDP) of \$ 1.5 trillion. Today, tourism is growing faster than in 1950, when the number of tourists reached 25 million. In 2015, the number of tourists was 1186 million. According to the United Nations World Tourism Organization (UNWTO), the number of young tourists will reach 1.8 billion by 2030. One of the most important sectors in the world of tourism, in addition, is the trend. Of course, young travelers are willing to spend their free time and leisure time traveling or going out of town, or they want to travel to new places.

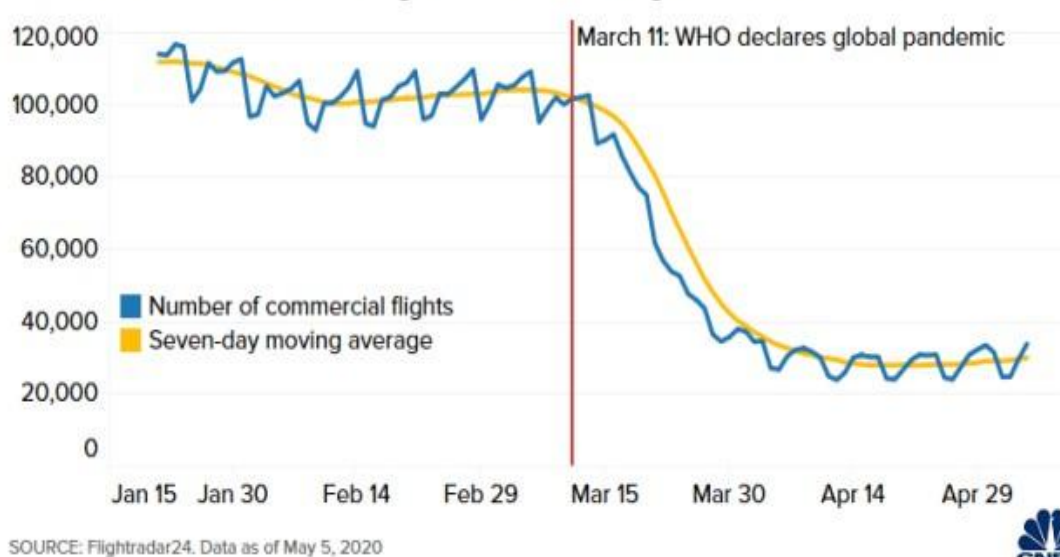
Young people and MICE are at their peak when it comes to tourism development, affordable accommodation, and online booking systems. The 2020 pandemic, called Covid-19, has led to a completely different growth rate in youth and MICE tourism than in previous years. One of the effects of these restrictions on travel is the reduction in their number. In 2020, the average number of daily commercial flights will not decrease.

According to the Flightradar24 website, which tracks flights around the world?

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Coronavirus pandemic hit global travel

The number of commercial flights has been falling since the start of 2020



Tourism is considered to be one of the main providers of employment and income.

Unemployment has risen in developing countries during the pandemic.

It should be noted that the ways and means of developing youth tourism with MICE tourism can be described as follows.

- Attention of any posts, announcements, news presentations related to youth and MICE tourism activities. Travel, events, shows, concerts, etc.
- Creating online tours on social networks. This will allow us not only to inform the youth, but also to maintain a certain level of travel in these areas;
- To create digital solutions - create virtual tours or create different tours. Virtual travel, of course, is a source of joy and wonder, and it allows me to get out of the environment.
- Restoration of knowledge and experience in all areas of services for tourism entrepreneurs.
- Development of security measures to ensure the safety of young people traveling;
- Implementation of a coordinated approach: it is appropriate to present objects to the service sector.
- Exemption from taxes by the government for the reconstruction of tourism;
- Gradual reduction of travel restrictions: governments play a key role in policy.
- Resumption of youth tourism under the name "Safe Youth Tourism Start". In this case, all security measures are taken at the local level. Young people need to reconsider their tourism activities. Today, strict security measures can attract the attention of young people, because they believe in security.
- Cooperation between healthcare and tourism. Countries need to pay more attention to this.

Of course, the role of the government in the tourism industry is inseparable. The government may develop long-term recovery plans, such as tax exemptions.

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