



## **SPECIFIC CHARACTERISTICS OF MICE TOURISM AND ITS PLACE IN THE TOURISM INDUSTRY**

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### **Abstract**

This article discusses the unique characteristics of MICE tourism, including its differences and advantages from other types of tourism, and its importance in the tourism industry. Also, its role in the development of the country's economy is shown. In particular, its positive and useful aspects are highlighted. Statistical data are also cited and the aspects of influence of MICE tourism on the economic growth of the region are described.

**Keywords:** industry, MICE tourism, conference, leisure tourism, scientific tourism, acronym, congress, festival, training, seasonality, profitability, infrastructure, personnel, manager, distributor, segment.

### **Introduction**

After the 2019 COVID-19 pandemic, which has spread all over the world and completely stopped all industries, the issue of identifying priorities that can have a positive impact on the economic growth of the country is also important from the state's point of view. has become one of the topical issues from the point of view of the region. During this period, the tourism sector, like other sectors, experienced certain difficulties, all companies operating in this sector suffered great losses. However, the tourism industry quickly recovered, and now it is still one of the main sources of investment in the economy. Currently, tourism is one of the most powerful industries with a share of up to 9.5% of the world's gross domestic product, and a huge labor force and the main funds of production are attracted to this sector<sup>1</sup>. In recent years, a new independent direction of tourism, MICE tourism, has appeared in the industry of the world tourism market and has developed significantly. MICE tourism includes travel to meetings, incentives, conferences and exhibitions, where the conference market is the most lucrative. MICE tourism is one of the sectors that has recently emerged as one of the priority areas of tourism. This type of tourism appeared in connection with the globalization of the world economy. Since the 70s and 80s of the 20th century, this field began to develop in the world.

Some associate MICE tourism with types such as leisure tourism or scientific tourism. However, this type of tourism is fundamentally different from other types of tourism. We can also see this in the table

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<sup>1</sup> Total contribution of travel and tourism to gross domestic product (GDP) worldwide in 2019 and 2022, with a forecast for 2023 and 2033 // <https://www.statista.com/statistics/233223/travel-and-tourism-total-economic-contribution-worldwide/>



below.

**Table 1. Differences between leisure tourism and MICE tourism<sup>2</sup>**

	<b>Leisure tourism</b>	<b>MICE tourism</b>
Participants	Tourists	Professionals, specialists, businessmen. Sometimes partners may accompany
Groups volume	Individual or small group	There can be up to a million participants
of the participants main purpose i	Fun, relaxation, learning new things, exploring destinations and new cultures	Exchange of business or advice
Payer	Tourist	The work giver or organization
Decision acceptance doer	Tourists, travel wholesalers, travel agents	Organizers and participants of the meeting
Time	On holidays or special in days	At the desired time of the year
Main economic effect	Direct costs	Investors or businessmen

MICE tourism is currently becoming one of the most important segments of global tourism. The scale of this form of tourism and the gross income from it are growing year by year in the world. MICE is an abbreviation taken from the English language and is carried out through corporate meetings, negotiations, tours, programs, conferences, congresses, seminars, exhibitions, fairs, festivals and concerts. The economic significance of this tourism is that it stimulates the development of business tourism. A lot of experience in MICE tourism has been accumulated in developed countries of the world's tourism sector. Among them, the experience of the Federal Republic of Germany is considered more effective and worthy of study.

The MICE market is the most profitable market for the tourism industry. According to statistics, its global value was 805 billion dollars in 2017, 916 billion dollars in 2019, and 904.30 billion dollars in 2023, and these figures will reach 1.439 billion dollars by 2025. dollars and in 2030 it is predicted to reach 1,780 billion dollars <sup>3</sup>.

Today, business tourism has become not only a type of individual travel, but also a specific component of business that brings a lot of income to the country's economy. MICE tourism covers the field of business travel related to the organization and conduct of various corporate events, reflecting the following objectives:

- organizing and holding meetings, seminars, negotiations with business partners;
- participation in conferences, forums, exhibitions;
- establishing new contacts, exchanging information;
- active participation in various professional trainings, educational programs and personnel

<sup>2</sup> Matkabulova D.X. et al. MICE-TURIZMINING BARQAROR RIVOJLANISH SALOHİYATI //Innovative Development in Educational Activities. – 2024. – T. 3. – №. 5. – C. 12-19.

<sup>3</sup> The European market potential for MICE tourism // <https://www.cbi.eu/market-information/tourism/mice-tourism/market-potential>



training.

Why exactly MICE tourism? What are the advantages and differences of this type of tourism from other types?

1. It is not seasonal. Due to constant changes in climatic conditions throughout the year, the factor of seasonality plays an important role in the field of tourism. Seasonal changes have a significant impact on the demand for tourism products. MICE tourism, due to its connection with business trips, leads to a smoothing of seasonal fluctuations, which allows hotels to be constantly busy due to business customers.

2. High profitability. Since MICE tourism is a business-related tourism industry, as the representatives of this industry enter the middle and upper income category, they have a higher opportunity to spend their income on high-quality tourism services.

3. Business trips and trips will be planned in advance. This factor shows that this type of tourism is sustainable.

4. In many cases, companies go on joint trips under the pretext of business trips. This allows them to become closer and share experiences.

5. Combining the opportunity to work and rest. Each representative of this type of tourism improves their knowledge and skills, strengthens their professional training, as well as increases the opportunity to visit different countries through this type of tourism.

6. Special infrastructure. This sector includes business hotels, exhibition centers, and congress halls. Also, MICE tourists stay longer and spend more money in their destination country than other types of tourism, making them important tourism stakeholders. MICE tourism contributes to, among other things, community building, urban renewal and the growth of national identity. MICE tourism can stimulate development at a destination, particularly convention and exhibition centres, airports and other transport infrastructure improvements and various urban renewal schemes. At the same time, this type of tourism is very expensive and important because of its high efficiency. The majority of business travelers are high- and middle-level company executives, so they demand expensive, high-quality services, and tourism service providers get high profits from this, for example, three-star and above hotels, first-class service we can cite transport companies and others as a clear example of this. The income from this type of tourism goes to the state budget through taxes. If prestigious events such as conferences, exhibitions, etc. are accompanied by a cultural attraction program, then restaurants, local tourist attractions, transportation, souvenir shops, etc. will benefit from it.

According to statistical authorities, company employees working all over the world participate in business meetings, exhibitions, conferences more than five times a year. This, in turn, is very good for the company's employees and has a significant effect on increasing work efficiency. At the same time, people who go on a business trip will have 20% free time during the day, and they will have time to travel, that is, a person who goes for business purposes will be able to travel to the destination.

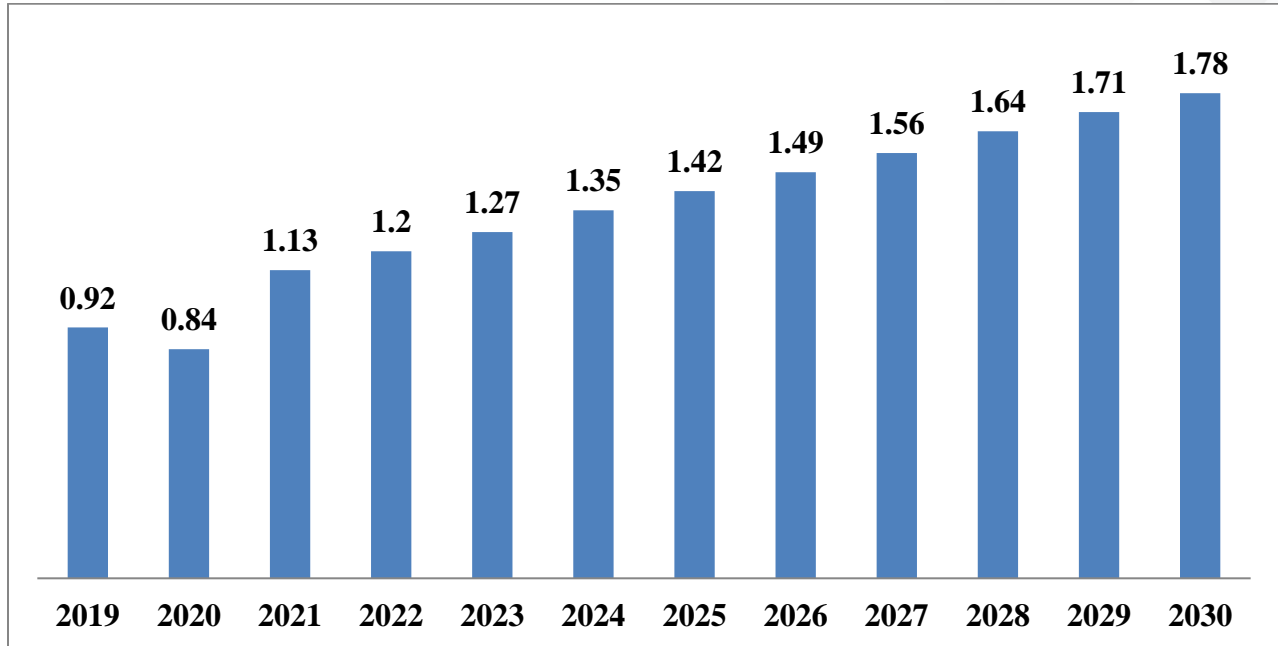


Figure 1. Global Meetings Industry Market Value 2019, with Forecasts to 2030 (Billion USD)<sup>4</sup>

Today, the USA, Germany and Spain, Great Britain are among the leading countries in terms of MICE tourism. Countries like France, Italy, Brazil, Japan and China are included. Among the leading cities hosting MICE events are Vienna, Paris, Berlin, Madrid, Barcelona, London, Singapore, Copenhagen, Istanbul and Amsterdam. According to statistical data, among the most common places where MICE events are held, hotels take the first place, conference and exhibition centers take the second place, and universities take the third place. The average duration of MICE tours is 3-8 days. From the content point of view, management personnel - 31%, sales managers - 26%, partners - 29% and distributors - 14%<sup>5</sup>. As forms of MICE tourism, we can see such forms as summit, forum, congress, conference, seminar, training, press conference.

MICE tourism is of great importance at the national and international level. This type of tourism network affects many areas. In particular, trade, culture, transport, food, finance are among them. The development of this tourism sector affects the strengthening and development of cultural relations both between regions and within the region. This sector also leads to the creation of new jobs on a large scale and increases the income of the population. As we mentioned above, due to the COVID 19 pandemic, the tourism industry has also suffered damage among many industries. MICE tourism is an effective method of income redistribution between the regions of the country, which leads to the even development of the regional economy. Since this type of tourism does not stop in one place, but is constantly improving and developing in many regions around the world, it gives the opportunity to create and form the necessary tourist infrastructure in many regions. And the arrival of foreign currency

<sup>4</sup> <https://www.statista.com/statistics/1261183/market-size-meetings-industry-worldwide/> ma'lumotlari asosida tuzildi

<sup>5</sup> Kuznetsova O.I. and others. Aspects of MICE Tourism and its organization. Moscow, St. 40-45.



in the country helps to stimulate the work of all service industries that are directly or indirectly related to it. Due to the organization and holding of various events, an increase in national income is achieved. Therefore, MICE tourism is undoubtedly one of the important sectors that stimulate the development of the tourism industry and influence the economic development of regions.

In conclusion, it can be said that MICE tourism remains one of the most effective segments of general tourism. Its importance is not only in how much income it brings, but also in terms of social and cultural benefits.

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