

## GOODS AND SERVICE COMPONENTS OF MICE TOURISM

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**ABSTRACT:** The article is devoted to the issues of business travel, such as business tourism, congress and exhibition and scientific tourism, related to the MICE industry. The historical background for the emergence and development of the business sphere is considered, tourism, features of incentive tourism. The specifics of incentive tourism are outlined, the types and goals of incentive programs are determined. Statistical data provided the current state of the MICE industry market. Using the example of organizing a visiting seminar event, the article shows all aspects of its implementation within the framework of business tourism.

**Key words:** MICE industry, business tourism, incentive programs, tours, offsite events.

### INTRODUCTION

The reason that the MICE industry is more vulnerable to a crisis than other tourism sectors is the fact that, in principle, MICE is a company-sponsored trip.

Among the four components of MICE tourism, incentive tourism is the most crisis-sensitive sector. In a crisis-prone destination, the domestic incentive tourism market usually does not have good prospects. This is due to the fact that the basis of incentive tourism by its nature is trips as a reward for production successes, trips to motivate company personnel and develop corporate culture. However, offering staff an incentive trip to Thailand during SARS, for example, would not be a good motivation for staff as there is some risk involved.

Additionally, companies that focus their activities on MICE tourism may also face another challenge. If the company's management cannot decide on a destination for organizing an incentive tour and still wants to reward its employees, then it can give the employee a plasma TV, since the reward can be provided in various forms: either cash, or goods, or a trip.

### ANALYSIS AND RESULTS

The term MICE and the MICE Industry. This special term and English abbreviation are widely used in the international practice of business tourism to designate 4 key English words that characterize the components of business tourism. The abbreviation includes the first letters

of the following words: M - Meetings, I - Incentives, C - Conferences, E - Events ( organization of corporate events), always in the plural.

## **MEETINGS**

In the modern business world, the most important thing is the exchange of information between partners and participants in the process. Management and employees of companies regularly travel to various cities and countries to negotiate with new and old business colleagues, to study advanced business technologies, to train company personnel in the regions and to get acquainted with new regions to expand the scope and geography of activities.

It is very important that employees do not experience organizational discomfort while traveling and that all efforts and thoughts are directed towards the goal.

## **INCENTIVES**

\* Incentive tours are an incentive individual or collective trip for the Company's employees. Nowadays, it is considered wrong and inappropriate to reward an employee with money or goods. A much more competent solution is to organize some kind of trip or excursion program.

\* Incentive tours can be combined with vocational training or psychological training. Such trips, according to psychologists, contribute to greater team unity and the creation of a unified corporate policy.<sup>1</sup>

Objectives of the incentive tour: exchange of experience and ideas, summing up, establishing closer contact between company personnel, strengthening team spirit.

There are several types of incentive tours :

\* trainings, seminars and team-building programs;

team-building (team building) - corporate events aimed at uniting the work team

\* meetings of shareholders, off-site meetings;

\* incentive vacation trips for company employees or clients;

\* thematic trip or excursions;

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<sup>1</sup> 1. Dekhtiar', G.M. Turisticheskaja deiatel'nost' [Tourist activity]. Moscow: Finansy i Statistika Publ., 2005. – p.286.

2. A modern History of international Association Meetings. Retrieved on November 23, 2013, from: <http://www.iccaworld.com>.

- \* dealer conferences and user groups;
- \* anniversary celebrations and corporate events.

For a more successful corporate event, it is necessary to determine the main factors:

- formulation of topics and concepts;
- detailed planning, budget formation;
- determination of the venue and other related services (food, transport, rental of premises, light, sound, etc.);
- development of excursion and entertainment programs.

An incentive tour is a corporate holiday destination aimed at increasing the motivation of company employees. More and more companies are using them in relationships with their employees and partners.

Incentive tours can be a reward for employees for high performance in their work, an expression of gratitude to the best business partners for stable and reliable cooperation. This is a corporate vacation. As part of an incentive tour, you can combine training seminars, conferences with the presentation of new programs or products with relaxation and a rich excursion and entertainment program.

The peculiarity of organizing incentive tours is that their customers are not individual tourists, but large companies. Incentive groups can be staffed both from the executive level of commercial companies (sales managers, sales agents, advertising, insurance managers), and from middle and management level employees (heads of departments, managers), as well as from ordinary consumers - for example, regular company clients.

The incentive program is a very complex scheme for the structure, content and execution of the script, which does not tolerate failure or inconsistency with the customer's wishes. Even at the stage of developing the script, preparing and designing the program, the client can make his own changes or additions. Often, it is necessary to include business events in the incentive program, the so-called combined incentive.

The peculiarity of organizing incentive programs is also that, on the one hand, they are aimed at corporate customers, and on the other, the task of the organizer of the incentive program is to interest each participant in the event, to give the opportunity to reveal those qualities that we often hide in our workplace.

In addition to the usual encouragement of employees, incentives are also about uniting the team, its team spirit, and, accordingly, multiplying efforts aimed at achieving business goals.

As practice shows, the most effective incentive is Incentive Tours. For example, in the United States, about 25 billion dollars are spent annually on incentive programs, of which more than 10 billion are spent on incentive tours.

## **CONCLUSIONS AND SUGGESTIONS**

This program allows you to attract new guests and business partners to the Rosa Khutor resort, and also motivates you to re-use the resort's hotel services as part of organizing MICE events. In addition, such loyalty programs are actively used during the off-season, when hotel companies observe low demand for classic accommodation and recreation services.

MICE tourism (Meetings, Incentives, Conferences, Exhibitions) is a lucrative and complex sector demanding a sophisticated understanding of its constituent goods and services. Analyzing these components reveals key areas for improvement and future development.

#### Conclusions:

- \* **High Level of Customization:** MICE tourism is characterized by a high degree of customization. Each event is unique, requiring tailored packages combining accommodation, transportation, catering, venue hire, technical support, entertainment, and other services. This necessitates flexible and responsive service providers.
- \* **Technology Integration is Crucial:** Technology plays a vital role, from online booking and event management platforms to virtual conferencing tools and mobile apps enhancing the participant experience. Effective technology integration streamlines operations, improves communication, and enhances overall efficiency.
- \* **Emphasis on Experiential Value:** Beyond the functional aspects, MICE tourism emphasizes experiential value. Participants seek memorable and engaging experiences, often extending beyond the core event to include cultural tours, team-building activities, and unique local encounters.
- \* **Sustainability Concerns are Growing:** Environmental and social sustainability are increasingly important considerations for both organizers and participants. Sustainable practices in venue selection, transportation, and event management are becoming crucial for attracting environmentally conscious clients.
- \* **Demand for Skilled Professionals:** The sector requires a skilled workforce capable of managing complex logistics, coordinating diverse service providers, and delivering high-quality customer service. Specialized training and professional development are essential.
- \* **Competition and Pricing Strategies:** The MICE industry is highly competitive. Success depends on offering competitive pricing strategies while maintaining high service standards and unique selling propositions.

#### Suggestions:

- \* **Invest in Technology:** Further investment in technology is crucial. This includes developing user-friendly booking platforms, implementing robust data analytics tools to understand customer preferences and optimize service offerings, and leveraging AI for personalized experiences.
- \* **Prioritize Sustainability:** Adopt sustainable practices throughout the event lifecycle, from choosing eco-friendly venues to minimizing waste and promoting responsible tourism. Highlighting sustainability initiatives can attract environmentally conscious clients.

\* Enhance Experiential Value: Focus on creating unique and memorable experiences that go beyond the core event. Collaborate with local communities and businesses to offer authentic and engaging activities.

\* Develop Skilled Workforce: Invest in training and development programs for MICE professionals, focusing on areas such as event management, technology integration, sustainability, and customer service.

\* Strengthen Partnerships: Foster strong collaborative relationships with hotels, transportation providers, event venues, and other service providers to ensure seamless event execution.

\* Market effectively: Develop targeted marketing strategies emphasizing the unique selling propositions and experiential value offered by the MICE services. Utilize digital marketing channels and build strong online presence.

\* Data-driven decision making: Utilize collected data to analyze customer preferences, optimize pricing strategies, and enhance overall service quality.

\* Embrace innovation: Continuously explore and implement new technologies and innovative solutions to improve efficiency, enhance customer experience, and maintain a competitive edge in the industry.

By focusing on these suggestions, the MICE tourism sector can further enhance its offerings, attract more clients, and contribute significantly to economic growth while embracing responsible and sustainable practices.

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