

## GOLDEN HERITAGE AS A STRATEGIC CONCEPT FOR THE DEVELOPMENT OF MICE TOURISM IN UZBEKISTAN

**Narzullaeva Fariza Akmalevna**

Teacher at Tashkent state university of oriental studies

### INTRODUCTION

MICE tourism is increasingly recognized as a driver of economic growth and international cooperation. Uzbekistan has recently invested in large-scale infrastructure, exemplified by the Great Silk Road Samarkand complex. Building upon this success, the proposed Golden Heritage initiative envisions the establishment of similar complexes in Bukhara, Khiva, and Karakalpakstan. This approach aims to decentralize MICE activities, attract international events to different regions, and enhance Uzbekistan's global competitiveness.

### Methods

The research applies a comparative analysis of successful international MICE hubs and examines the infrastructural, cultural, and economic potential of Uzbekistan's key cities. Content analysis of government policies, tourism strategies, and international reports (ICCA, UNWTO) was conducted. Additionally, empirical observation of the Samarkand case provides a reference for scalability.

### Results

The findings suggest that replicating the Samarkand model across multiple cities could:

- Increase regional economic activity through international events.
- Provide employment opportunities in hospitality, event management, and related industries.
- Promote cultural heritage of Bukhara and Khiva while integrating modern business facilities.
- Strengthen Uzbekistan's image as a diversified MICE destination.

**Table 1.**

**Comparative Characteristics of the Existing and Proposed MICE Complexes in Uzbekistan<sup>1</sup>**

Criteria	Great Silk Road Samarkand (existing)	Golden Heritage Network (proposed)
Location	Samarkand – cultural and historical center, UNESCO heritage	Expansion to Bukhara, Khiva (UNESCO cities), Karakalpakstan (unique cultural identity)
Infrastructure	Modern congress center, hotels, exhibition halls, transport accessibility	Replication with regional adaptation: multipurpose halls, hotels, local transport upgrades
Target Audience	International conferences, regional exhibitions, cultural events	Diversified: international MICE events + cultural festivals, academic forums, youth engagement projects

<sup>1</sup> Compiled by the author

Economic Impact	Concentrated in Samarkand (growth of hospitality, transport, services)	Decentralized development: regional employment, investment attraction, tourism diversification
Innovation	Integration of modern technologies, hybrid events	Potential integration of VR/AR technologies, sustainable tourism practices
Strategic Goal	Establish Samarkand as a MICE hub in Central Asia	Transform Uzbekistan into a multi-regional MICE destination through a network approach

### Discussion and Conclusion

The Golden Heritage network represents a transformative step in Uzbekistan's MICE development. By creating interconnected hubs across historical regions, Uzbekistan can position itself as a Central Asian leader in conference tourism. However, successful implementation requires coordinated investment, international promotion, and integration of digital solutions such as VR technologies. Overall, the initiative combines cultural authenticity with modern infrastructure, offering a sustainable path for regional development and international recognition.

### REFERENCES

1. Ernazarov, N. D., & Manabov, O. A. (2025). MICE tourism in Uzbekistan: development, challenges, and future prospects. Zenodo. <https://zenodo.org/record/14919382>
2. Igamberdieva, Z. (2022). The analysis of MICE tourism development in the world and in Uzbekistan. *Archive of Scientific Research*, 2(1). <https://journal.tsue.uz/index.php/archive/article/view/1053>
3. Ilkhomova, G. I. Z. (2025). MICE tourism as a driver of tourist and excursion services development in Uzbekistan in the context of contemporary global trends. Zenodo. <https://zenodo.org/records/14909143>
4. Ilkhomova, G. Z. (2025). Digital technologies as a driver for the development of MICE tourism in Uzbekistan. *Yashil Iqtisodiyot va Taraqqiyot*, 3(3). <https://www.green-eco.uz/index.php/GED/article/view/4761>
5. Musayeva, S. (2024). Ways to effectively promote Uzbekistan's MICE tourism potential on a global scale. *Journal of Academic Research and Trends in Educational Sciences*, 3(4), 181–187. <https://zenodo.org/records/14287628>
6. Nafasovna, F. K. (2025). Developing Uzbekistan's National Tourism Brand Through MICE Tourism. *American Journal of Open University Education*, 2(4), 117–121. <https://scientificbulletin.com/index.php/AJOUPE/article/view/849>