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THE ANALYSIS OF ALGORITHMS OUTLINED FOR FINDING WORDS' ROOTS

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some domestic travel "thousands of old man swam jiangnan", "long march route again", "red tour" products such as by market backlash, etc. All of the individualized product custom-made for tourists can bring distinctive unique experience.

- In the product development process on the participation and interaction with customers satisfy tourist consumer concept of active new trend

Postmodern travel times tourism consumers tend to participate in product design and production, hope to create the participation by himself for his psychological demand of products and services. In order to adapt to the concept of active consumer new trend, tourism product production enterprises shall in product design and development process to absorb the active participation and consumers by consumer's participation, production to customer satisfaction and customized products and services. Therefore, the production enterprises shall strengthen the tourism and tourism consumers, to grasp the interaction of individual consumers' willingness to satisfy personalized products, production of consumer demand to gain profit.

- Given the green connotation of tourism products to satisfy consumers' awareness of the ecological tourism new trend

Conclusion

Green consumption is a kind of sustainable consumption, so the development of tourism products shall conform to the society and the consumer awareness, constantly developed for natural and social sustainable development and promote consumer health of body and mind, outstanding tourist products green product of green culture connotation. If a ski trip, hiking, exploration of tourism products in green tourism market cause backlash, precisely because they meet the consumer pursuit in the new trend of ecological tourism consumption.

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THE PROSPECTS OF USING MEETINGS, INCENTIVE TRAVELS, CONVENTIONS AND EXHIBITIONS (MICE) SERVICES IN THE TOURISM MARKET OF UZBEKISTAN

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Annotatsiya: Ushbu maqolada biz dunyo va O'zbekiston MICE turizmiga aloqador bir qator muhim ma'lumotlarni ko'rib chiqamiz, shuningdek, MICE turizmining asosiy foydali jihatlarini hamda ayniqsa uning yirik xalqaro sayyohlik yo'nalishlariga ega bo'lmagan turistik manzillardagi ahamiyati haqida so'z yuritiladi.

Kalit so'zlar: Biznes sayohatchilar, biznes uchrashuvlar, rag'batlantiruvchi sayohatlar, uchrashuvlar, yig'ilishlar, ko'rgazmalar.

Аннотация: В этой статье мы рассмотрим некоторые важные факты, относящиеся к MICE-туризму в Узбекистане, и увидим основные преимущества, которые он может внести в направление, особенно для тех, которые не позиционируются как основные международные туристические направления.

Ключевые слова: Деловые путешественники, деловые мероприятия, встречи, инсентив путешествия, конвенции, выставки.

Abstract: In this article we will go over some important facts relevant to MICE tourism of the world and Uzbekistan and we will see the main benefits that it can contribute to a destination, especially to those which are not positioned as major international tourist destinations.

Keywords: Business travelers, Business event, Meetings, Incentive Travels, Conventions, Exhibitions.

Introduction

In recent years, the government of Uzbekistan has consistently implemented comprehensive measures to develop tourism as one of the strategic sectors of the

national economy, which ensures its diversification and accelerated development, the creation of new jobs, increasing incomes and the quality of life of the population, as well as improving investment attractiveness [1]. MICE tourism is a new area for Uzbekistan tourism market and its perspective is highly evaluated[2].

Here is some information that will help you to get an idea of the repercussion that the meetings and events industry can have. For instance, incentive travel also has great potential in Uzbekistan, for it is considered the ultimate destination of nature, adventure, tradition, and fun all in one. Uzbekistan's mountains are one of its many attractions, presenting a breathtaking view throughout all four seasons. You can also feel the breath of Uzbek tradition at peaceful mosques and palaces, while massive shopping districts and ancient cities epitomize a modern day city.

Today, MICE tourism is extremely important in some countries such as Mexico, alone it represents 1,5% of the GDP. In 2015 more than 300 thousand events were held between congresses, workshops, symposiums, fairs and exhibitions, creating some 890 thousand jobs. One of the countries that plays host to the most congresses is the United States, where the MICE industry generates one million jobs, in the big cities as well as in smaller destinations. It makes up 15% of all travel and generates 27,000 million dollars in salaries throughout the country [6].

MICE is important for Uzbekistan due to the fact that the average daily spend by a business traveller is double that of a holiday traveller and 20% take the opportunity to extend their stay and discover more about the city or destination. Another great advantage of capturing congresses is that the average daily spend by a business traveller is double or triple that of a holiday traveller, and a high percentage of these business travelers will return to the destination at a later date for a leisure trip[5].

These facts reveal the importance that MICE tourism has for the destinations that encourage it. In order to position yourself as a destination for meetings and to compete at international level with other destinations, it is essential to have an action

plan, create good infrastructures in travel connections, accommodation and event celebration as well as being able to provide other necessary services.

Material and research methods

The methodology used in this research was to do a systematic analysis of national and regional components of the tourist services market, in the course of which systematically contributing factors, as well as negative influences on the economic actors of the tourism business activity have been identified and described. This article focuses on substantiating the role and place of a business tourism catalyst in the system of innovation infrastructure instruments and institutions. The article assumes that business tourism catalysts are the most optimal mechanism to search for and support promising innovative companies and projects such as MICE tourism.

Results and discussion

MICE tourism is a large variety of services for business travelers. Today, many companies and organizations use MICE services to book events and tours. Many tour companies can help you organize everything you need for a MICE event, including business meetings, promotional tours, teambuilding, conferences, corporate retreats, and much more.

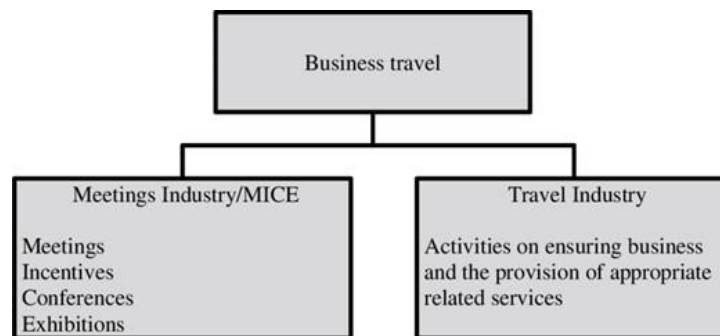
Conducting our research, we can conclude that the main tools for the business tourism development in the territory are:

- 1) better structuring and requalification of business tourism facilities (malls, hotels and restaurants), mainly with regard to improving the quality of service;
- 2) improving the efficiency of management of tourism activities and resources due to the presence of Convention and Visitor Bureau (communication and promotion of business tourism product, the involvement of different agents, increasing the complementary tourism offer, qualification of human resources).

The World Tourism Council (WTC) reported that approximately 60% of tourism industry is taken up by business tourism, while business tourists themselves comprise only 25% of the total international tourist flows which indicates high solvency of this segment.

The structure of the business tourism market (see Figure 1) is a comprehensive and multi-directional range of services for organizing various events business focus. In this case, we tried to do the segmentation of the business tourism sector by combining two kinds of activity: industry meetings (Meetings Industry/MICE) and corporate travelers' industry (Travel Industry)[8].

Figure 1. Business tourism structure



According to the Figure 1, there are two different elements which organized by concrete structure. Business travel is divided by two industries and they activities are the most important elements for the development and further implementation of these categories. Two sectors can be described and estimated according to such characteristics as aim of the global MICE-industry; innovativeness of MICE- - industry; business cooperation as a key factor of MICE-industry.

According to statistics by International Congress and Convention Association (ICCA) ICCA captured a record number of 12,558 rotating international association meetings taking place in 2017, with 346 additional meetings taking place compared to 2016. This is the highest annual figure that ICCA has ever recorded in its yearly analysis of the immediate past year's meetings data [7].

This situation makes MICE tourism market more attractive. The global MICE industry was valued at \$752 billion in 2016, and is projected to reach \$1,245 billion in 2023. Take UK tourism statistics as an example (see Figure 2).

It is clear from the table business visits accounted for 24% of all visits in 2016 and contributed £5.5 billion in spend in the UK.

An analysis of the dynamics of the number of foreign citizens visiting Uzbekistan showed that over the past two years there has been an increase in the

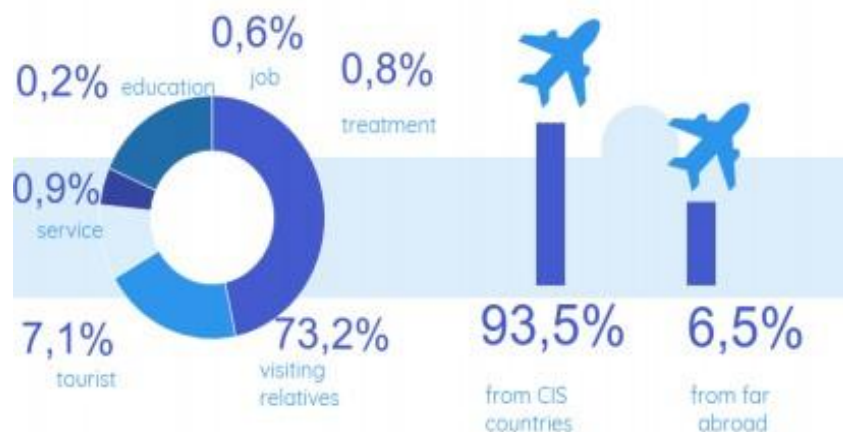
flow of foreign persons by 2.3 times. So, in 2017 their number was 2.8 million people, and in 2018 it reached 5.3 million people[3].

Table 2. Type of business visits (MICE) to the UK by overseas residents, 2016 [11]

Business Event Type	Visits (000)	Nights (000)	Spend (£m)
Meeting 1-5 people	1,799	4,706	£1,011
Meeting 6-20 people	1,707	5,271	£1,323
Meeting 21+ people	497	1,898	£508
Conference/Convention	566	2,407	£537
Training/Development	351	2,691	£363
Exhibiiton/Trade Show	204	769	£194
Incentive/Team Building	68	320	£69
Other	3,459	14,864	£1,018
Don't Know	542	4,090	£430
ALL BUSINESS VISITS	9,187	37,016	£5,452

The goal of the largest part of foreign citizens who entered Uzbekistan is to visit relatives (73.2 %). The smallest share of the foreigners who entered have the tourist target - 7.1 %, service - 0.9 %, treatment - 0.8 %, work or business - 0.6 % and education - 0.2 %. (Chart 1)

Chart 1. Distribution of arrivals of foreign nationals in the Republic of Uzbekistan by purpose of travel for 2018 [3]



According to chart that 0.6% of tourists visiting Uzbekistan for MICE purposes. However, The big cities of Uzbekistan that Tashkent, Samarkand, Bukhara, Khiva and Navoi could be centre of MICE tourism. There are many opportunities for developing MICE tourism in these regions such as:

Meetings, there are a large number of comfortable hotels, restaurants, and business centers which can help you organize transfers and reserve conference halls or restaurants for holding your meetings.

Incentives, there are excellent opportunities for cultural or active trips in Uzbekistan, tour companies offer a variety of interesting tours and teambuilding in the cities and resorts of Uzbekistan for your employees and partners.

Conferences, every year, there are a large number of exhibitions, conferences, and forums. This can help you become a participant of one of these events or organize a conference of your own.

Events, it is very important to offer complete packages or help your ideas come to life for your trip to Uzbekistan, including parties, concerts, excursions, master classes, and more.

In particular, the State Committee for Tourism Development, in cooperation with several organizations and agencies, are planned to be held various events, seminars, trainings, forums (MICE tourism) and other events in 2019 during the low season of tourism, not only in Tashkent but also in the Republic of Karakalpakstan and in the regions.

So far, more than 15 organizations have held seminars on "Improving the quality of services for individuals", annual report meetings, the "Best Young Specialist of the Year" and other 54 events and more than 6400 participants are expected to attend. Taking the continuation of cooperation, it is expected that the number of such events and events will be increased in 2019 [3]. Public and private services should work together, create synergies and support initiatives that are proposed by professional events organisers.

MICE Industry Impact on Economy and Society[6]

Positive Impact

Direct Revenue

The MICE industry, business tourism, is known to generate higher spending per head compared to leisure tourism

According to The Economic Significance of Meetings to the US Economy, only 43% of this direct spending went to travel and tourism commodities such as food & beverage and air transportation. The remainder, 57%, went to meeting commodities such as venue rental, meeting planning and production.

Seasonality control and employment

The MICE industry generally reduces seasonality within the overall travel and tourism industry, as most MICE volume occurs during the off-peak seasons

Foreign Direct Investment (FDI)

Hosting an exhibition is one medium that can channel products and services to potential buyers on a regional and global scale

Attending conventions can also expand the partnership pool for delegates who usually come from the same industry

Spurring of technology and innovation

Countries attempting to promote the MICE industry must strive to develop or at least encourage necessary development to keep national technological offerings on par with global standards

New idea, knowledge and insight

MICE events have proven to be very useful in terms of bringing new ideas, knowledge and insights to a country, service providers and attendees.

The MICE industry has become one channel for information or knowledge to spread wider and faster especially in this era of globalization.

Local business climate

The MICE industry can influence the business climate of local business, which in turn, can directly influence the strategic direction of certain industries.