

MODEL UNITED NATIONS (MUN) AS A TOOL FOR YOUTH ENGAGEMENT IN MICE TOURISM IN UZBEKISTAN

Narzullaeva Fariza Akmalevna

Teacher at Tashkent state university of oriental studies

Introduction

Model United Nations (MUN) conferences are globally recognized as platforms that simulate the work of the United Nations, providing youth with opportunities to develop leadership, diplomacy, and public speaking skills. In Uzbekistan, the integration of MUN into educational and extracurricular activities can be considered not only as an academic exercise but also as part of the broader MICE tourism industry, fostering internationalization and youth engagement.

Methods

The paper employs a case study approach based on the author's experience of organizing an MUN conference in Uzbekistan. The methodology included event planning, budget analysis, stakeholder involvement, and evaluation of participant engagement. Comparative analysis of MUN practices in other countries provided additional context.

Results

The conference registered 200 participants, with 156 delegates actively attending. Each participant paid a fee of 120,000 UZS, which covered:

- Stationery and committee materials.

- Catering services, supported by corporate sponsors such as Pepsi, Saykhun Water, and Dodo Pizza.

- Printing and promotional expenses (flyers, banners, certificates).

The event demonstrated:

- High interest from youth in English-language debate formats.
- Development of soft skills (communication, negotiation, leadership).
- Potential for scaling MUN conferences as part of youth-oriented MICE activities.

Table 1

SWOT analysis of MICE tourism in Uzbekistan¹

Strengths	Weaknesses
<ul style="list-style-type: none"> - Rich cultural and historical heritage. - Growing interest in Uzbekistan as a tourist destination. - State support for tourism, including the MICE sector. - Relatively low cost of holding events compared to other countries. - Improved transport accessibility (new routes, modernization). - Expanding hotel infrastructure, including international chains. 	<ul style="list-style-type: none"> - Underdeveloped MICE infrastructure, especially outside Tashkent, Bukhara and Samarkand. - Lack of qualified specialists specializing in organizing MICE events. - Insufficient international promotion of Uzbekistan as a MICE destination. - Limited use of digital technologies in organizing MICE events. - Some seasonal restrictions (although less pronounced than in leisure travel)
Possibilities	Threats
<ul style="list-style-type: none"> - To attract major international events (conferences, exhibitions). - Strengthening cooperation with global organizations (ICCA, UNWTO). - Development of public-private partnerships to attract investment in - MICE infrastructure. 	<ul style="list-style-type: none"> - Competition from neighboring countries in Central Asia and other regions. - Natural or force majeure circumstances affecting the tourism industry. - Insufficient funding for MICE tourism development programs.

¹Gulnoza Ilkhomova Zayniddin kizi 1level Phd student at Tashkent State University of Economics. leader specialist of scientific research institute for tourism development //Yashil iqtisodiyot va taraqqiyot 2025-year, march. No. 3 "mice tourism as a driver of tourist and excursion services development in Uzbekistan in the context of contemporary global trends"



- Using digital technologies to promote and organize MICE events.	- Non-compliance with international service standards.
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Discussion and Conclusion

The MUN experience in Uzbekistan illustrates how youth conferences can contribute to the development of MICE tourism. They encourage student participation, attract sponsorship, and promote cultural and educational exchange. Future strategies may include:

- Expanding MUN to regional centers (Bukhara, Samarkand, Fergana).
- Integrating digital tools (hybrid or VR-based debates).
- Establishing partnerships with universities and international organizations.

By bridging education, culture, and tourism, MUN can be positioned as a sustainable model for engaging young people in Uzbekistan's MICE industry.

References

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