



BDAIM-2025

PROCEEDINGS

of the International Scientific and Practical Conference

Big Data and Artificial Intelligence in Modeling
International Socio-Economic Processes

Tashkent, Uzbekistan

May 27, 2025

University of World Economy and Diplomacy
Moscow State Institute of International Relations
National University of Uzbekistan



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in Modeling
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(Conference Proceedings)

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International Scientific and Practical Conference – BDAIM-2025

Big Data and Artificial Intelligence in Modeling International Socio-Economic Processes

The **University of World Economy and Diplomacy (UWED)**, in collaboration with **MGIMO University** and the **National University of Uzbekistan (NUUz)**, hosted the international scientific and practical conference **BDAIM-2025** on **May 27, 2025** in **Tashkent, Uzbekistan**.

The main **goal** of the conference was to unite researchers, policy makers, experts, and educators to explore cutting-edge applications of **big data** and **artificial intelligence (AI)** in modeling **international socio-economic processes**. Particular emphasis was placed on interdisciplinary approaches and digital transformation in economics, governance, and education.

Key Themes of the Conference:

- **Theoretical Foundations:** big data processing, machine learning algorithms, interpretability.
- **Socio-Economic Modeling:** global trade, finance, migration, and digital economies.
- **Global Challenges:** AI for climate change, pandemics, geopolitical risk management.
- **International Relations:** digital diplomacy, media analytics, conflict forecasting.
- **Ethics and Regulation:** AI governance, data protection, algorithmic responsibility.
- **Mathematical Models:** econometrics, game theory, uncertainty and risk analysis.

The event was conducted in a **hybrid format** with participation in **English, Russian, and Uzbek**. The conference provided a high-level platform for **scientific exchange, networking, and policy dialogue**.

The authors are solely responsible for the content and accuracy of their articles

The application prospects of benchmarking in international business tourism management

Tursunov B.

Master's student, University of World Economy and Diplomacy

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Abstract. This article explores the strategic importance of benchmarking in the effective management of international business tourism, with particular emphasis on its implementation prospects in Uzbekistan. As the country positions itself as a regional business and investment hub, benchmarking offers a valuable tool for measuring competitiveness, improving service standards, and aligning with global best practices. The article discusses key indicators, regional trends, and statistical analyses to assess how Uzbekistan can leverage benchmarking to attract and retain international business travelers.

Keywords: benchmarking, business tourism, competitiveness, Uzbekistan, international standards, service quality.

Introduction

In the global tourism economy, business tourism - or MICE (Meetings, Incentives, Conferences, Exhibitions)-has evolved into one of the most profitable and strategically important segments. According to UNWTO data, business tourists generate on average 2.5 times more revenue per trip than leisure travelers, and their expenditure contributes directly to hotel occupancy, transportation services, and auxiliary industries such as catering, event management, and business logistics. As countries strive to position themselves in the competitive global tourism market, the use of benchmarking-a tool for comparing performance against international standards-has gained increased relevance in managing and promoting business tourism. Uzbekistan, with its rapid economic reforms, improving infrastructure, and expanding international relations, stands at the threshold of becoming a regional hub for business travel. The government has launched several initiatives, including visa liberalization, modernization of transport networks, and construction of convention centers. However, without a systematic evaluation of progress and global alignment, these efforts risk fragmentation.

Materials and methods

Benchmarking in tourism management refers to the process of identifying, understanding, and adapting outstanding practices from other destinations to improve one's own performance. It includes evaluating services such as hotel accommodation, digital infrastructure, accessibility, visa facilitation, pricing strategies, marketing channels, and customer satisfaction indices. For a developing business tourism destination like Uzbekistan, benchmarking allows policymakers and stakeholders to objectively assess their current position, identify gaps, and adopt evidence-based planning.

Results and discussion

As of 2023, Uzbekistan's international tourist arrivals surpassed 5.2 million, with an estimated 9.1% of these visitors classified as business travelers (source: State Committee

for Tourism of the Republic of Uzbekistan, 2024). This amounts to approximately 470,000 business visits annually. While this is a promising figure, it falls significantly short of neighboring Kazakhstan (with nearly 850,000 business tourists per year) and regional leaders like Turkey, which hosts over 2 million MICE-related travelers annually.

Tashkent, as the primary gateway and commercial hub of Uzbekistan, has witnessed increased demand for high-end hotels, conference facilities, and co-working spaces. Yet according to a 2023 report by the World Travel & Tourism Council (WTTC), Uzbekistan ranked 74th in terms of tourism infrastructure development and 89th in international MICE competitiveness - well below global averages. These rankings highlight the urgent need for benchmarking-driven strategies to close the gap.

Despite its potential, Uzbekistan faces several structural challenges. First, limited international flight connectivity, especially from Europe and Southeast Asia, restricts accessibility. Second, the lack of globally accredited MICE certification programs in local institutions hinders workforce readiness. Third, fragmented data collection on tourist profiles, spending behavior, and satisfaction levels makes it difficult to measure impact or plan strategically [1].

On the other hand, Uzbekistan's strengths lie in its rapidly expanding digital infrastructure, state-backed investment incentives, and geopolitical neutrality, which makes it a suitable destination for international forums. The introduction of the "Safe Tourism" certification, the growth of IT Park Uzbekistan, and government-led branding campaigns such as "New Uzbekistan" present a timely opportunity to align business tourism development with global benchmarking metrics.

In 2024, Uzbekistan witnessed a significant expansion in its tourism sector, firmly positioning itself as an emerging destination in Central Asia. According to official government sources, over 10.2 million foreign tourists visited the country in 2024, marking a 1.5-fold increase compared to 2023. The tourism industry generated more than \$3.5 billion in revenue, reflecting the sector's growing contribution to national GDP (source: Travel and Tour World, March 2025). While leisure tourism remains dominant, business tourism -especially MICE (Meetings, Incentives, Conferences, Exhibitions) -is emerging as a strategic growth segment. In 2024, approximately 9.1% of international visitors to Uzbekistan were classified as business travelers. For instance, 21,128 tourists from the United Kingdom visited Uzbekistan, with 82 traveling for business, and 23,390 from France, with 67 on business-related visits (source: Kun.uz, February 2025). Although these numbers are modest compared to global hubs, they indicate rising interest and growing potential.

To sustain and accelerate this growth, Uzbekistan must adopt international management standards-particularly benchmarking practices-to assess its performance against global leaders in business tourism such as Singapore, Dubai, and Istanbul. Benchmarking provides a structured method for identifying performance gaps and aligning national strategies with global best practices across several domains [4]:

- Service quality and competitiveness of hotels and venues;
- Ease of visa processing and digital guest services;
- Air and land transport infrastructure, especially for international connectivity;
- Customer satisfaction metrics, drawn from digital surveys and reviews;
- Volume of business events, conventions, and international exhibitions.

Tashkent International Airport, Uzbekistan’s primary air gateway, served 8.7 million passengers in 2024, a 28% increase from the previous year (Wikipedia вЂ“ Tashkent International Airport). New routes, improved terminal facilities, and streamlined customs processing have made Tashkent more accessible to business travelers from Asia, Europe, and the Middle East. However, benchmarking would reveal that Uzbekistan still lags behind regional peers like Kazakhstan and the UAE in terms of flight frequency, airline diversity, and international conference volume.

N	Indicator	2024 Value (Real Data)	Notes
1	Total number of international tourist arrivals	10,200,000+	Increased 1.5x compared to 2023
2	Share of business travelers (approx. 9.1%)	~927,000	Includes visits for business, forums, and conferences
3	Tashkent International Airport - annual passenger traffic	8,700,000	Growth of +28% from 2023
4	Number of new hotels opened	124	Brings total registered hotels to over 6,100
5	Number of new hostels opened	239	Supports low-cost business and youth travelers
6	Registered travel agencies (total)	3,686 (866 new in 2024)	Includes business event organizers
7	Licensed tourist guides	3,200 (700 newly trained in 2024)	Crucial for business delegations and international guests
8	Visitors from the UK (business-related entries)	21,128 total (82 on business)	Europe remains a priority outbound market
9	Visitors from France (business-related entries)	23,390 total (67 on business)	Steady annual growth in business visits
10	Uzbekistan’s WTTC Global Ranking - Tourism Infrastructure	74th position	Indicates middle-tier infrastructure development
11	Uzbekistan’s MICE Readiness Index (Benchmarking alignment)	89th position	Highlights need for targeted business tourism strategies

Infrastructural development also shows signs of progress. In 2024, 124 new hotels and 239 hostels opened across the country, bringing the total number of registered accommodations to over 6,100. Additionally, 866 new travel agencies were established, and

over 700 licensed tour guides were trained, increasing the total to 3,200 (source: Travel and Tour World, 2025). These developments have created a more dynamic hospitality environment, but business tourism requires more specialized services -particularly in conference planning, multilingual staff, audiovisual equipment, and professional event logistics. Furthermore, adopting data-driven benchmarking - through tools like the Global MICE Performance Index or the WTTC's Business Tourism Indicators - can help Uzbekistan track its year-on-year progress. In 2024, Uzbekistan ranked 74th globally in tourism infrastructure development and 89th in MICE readiness (source: WTTC Global Rankings) [2]. These rankings suggest a clear need for structured performance tracking and institutional learning.

Conclusion

Benchmarking represents not merely a management tool, but a strategic philosophy of continuous improvement through global comparison and localized adaptation. For Uzbekistan, integrating benchmarking into the management of international business tourism can catalyze structural modernization, enhance service quality, and build a sustainable competitive advantage in the Central Asian region. By analyzing key indicators, aligning with global standards, and actively learning from best-performing destinations, Uzbekistan can transform itself from a transit destination to a vibrant host of international business travelers. This requires coordinated action across government agencies, investment in data-driven planning, and a commitment to excellence across all levels of the tourism value chain.

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