

# Opportunities of MICE Tourism in India

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**Abstract:** *Tourism is the movement of people away from their normal place of residence for leisure, work, or business not more than one year or not less than one day. MICE- is one of the recent trend in the International tourism market. MICE mean meetings, incentives, conferences, conventions, events, and exhibitions. This study is based on secondary data. And it revealed that it is a rapid growing trend in tourism. But good awareness and development of tourism infrastructure is necessary for the growth of MICE.*

## **I. INTRODUCTION**

The term “MICE” deals with meetings, incentives, conferences, conventions events and exhibition. The MICE tourism will conduct seminars, conferences and other programs, the planning, booking and facilitating these programs is also done by MICE.

MICE tourism has number of features and various companies are providing MICE tourism in India. Such as Thomas cook, Cox & kings, etc .MICE tourism provides both shorter and longer tourism packages. And MICE tourism provides more job opportunities to qualified persons.

## **II. NEED OF THE STUDY**

MICE Tourism is an important part of tourism sector where we have witnessed tremendous growth in the recent year. Exploring the opportunities, MICE will benefit the overall development of the tourism sector in terms of service infrastructure etc. So the study regarding the opportunities of MICE tourism paves a way for the sudden growth of tourism sector.

## **III. LITERATURE REVIEW**

In this context we had analyzed major findings and problems of MICE tourism in India. It helps us to build a framework of present acceptance of MICE tourism and evaluates the MICE tourism as a whole.

Mathieson, A.; Wall, G. (1982) indicated that “the tourism considers the economic aspect in terms of balance of payments income and employment and physical aspect is concerned with effect of tourism on both natural and man-modified environment and the social aspect of tourism looks at the effects of tourism on traditional life styles and the erosion of cultural heritages”.

Larry Dwyer, Peter Forsyth (1997) in this paper discusses “some neglected issues relating to the assessment of the narrower economic impacts, the economy- wide impacts and the net benefits of an expanding MICE sector with a tourism destination”.

Dwyer, L.; Mistilis, N. (1997) in this paper the major challenges of MICE tourism are “level of government support for MICE tourism. Appropriate level of infrastructure, service and training standards and marketing issues. And it concludes that development of MICE industry leads to the overall developments of the tourism sector”.

Dwyer, Larry; Forsyth, Peter (1996) according to the study MICE industry is a rapidly growing sector. And this paper discusses a framework for assessing the economical impacts of MICE. It attempts to estimate the impact of meetings and conventions to the Australian economy it concludes with a recommendation that future empirical work provide a data relevant to the exhibited framework for economical analysis so as to allow more accurate estimation of the value of MICE to the economy and inform policy making in this important sector.

Larry Dwyer, Nina Mistilis, Peter Forsyth, Prasada Rao(2001) concluded from his study that “A special interest tourist market that holds our great promise for continued growth well into the next century is that of MICE. At the same

time, changing prices in particular destinations relatives to other are regarded as one of the most important economic influences in destination shares of total international tourism flows". Richard Sharpley (2002) in his research paper we find out that "tourism has become a ubiquitous vehicle for economic development and diversification and, for many regions and countries both in the developed and less developed worlds; tourism has become an integral element of economic development policy".

### **III. MAJOR COMPANIES OFFER MICE TOURISM**

- Thomas Cook
- Tybros India Tours Private Limited
- Alpcord Network
- FCM Travel Solutions
- Trail Blazer Tours India Private Limited
- Plan It
- Travel Corporation (India) Ltd (Tci)
- India Mice
- Itl World
- IDH Destination Pvt LTD
- Dee Catalyst Pvt. Ltd
- Bluemoon Travels
- Cox & Kings

### **IV. OBJECTIVES**

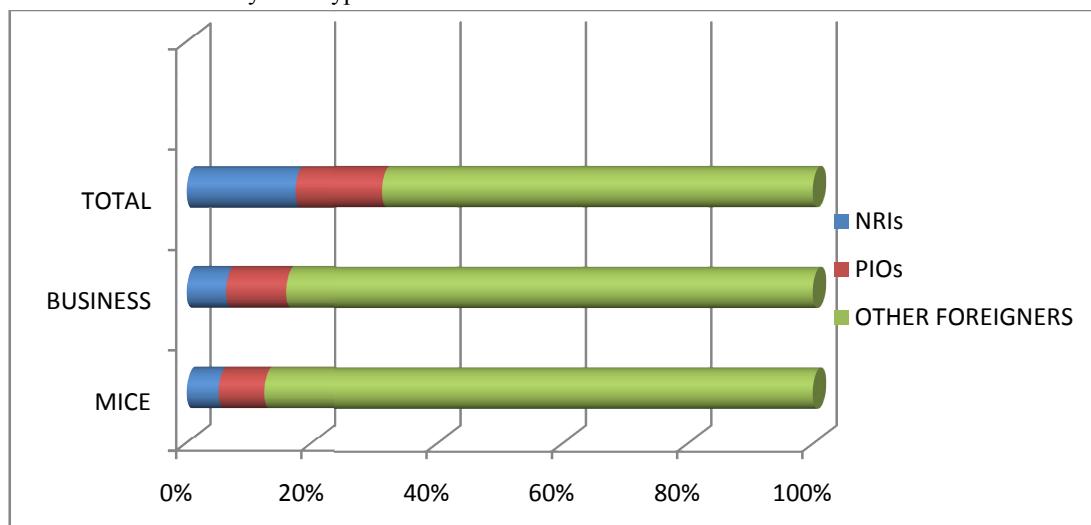
- To study the opportunities in the field of MICE Tourism.
- To study the challenges faced by the MICE Tourism.

#### **4.1 Research Methodology**

Research methodology is descriptive research.

#### **4.2 Opportunities of Mice Tourism**

Percent distribution of tourist by their type



*Source: NCAER'S Computation using IPS data*

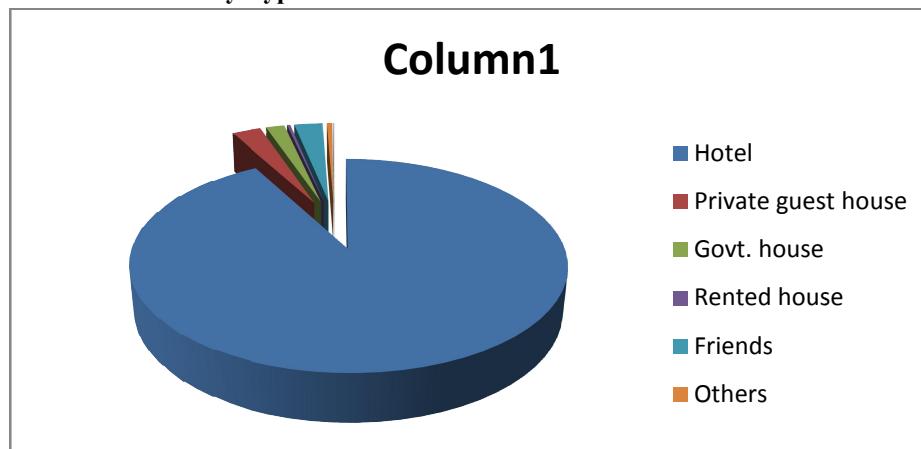
India is one of the top countries that offer different types of tourism. These include doom tourism, dark tourism, herbal tourism (ayurvedha and other forms Indian medications), responsible tourism, beach tourism, solo travel, mass tourism, sustainable tourism and MICE tourism. Now-a-days the scope of the MICE industry is increasing rapidly, especially after economic privatization. Mainly the meetings and conferences are host by star hotels and convention centers. This is completely different from other type of tourism in India.

Based on the IPS survey report reveals that the total foreigners interviewed at the exit point, 25.75% were those who visited India for business purposes. Out of these, as much as 16.67% were MICE tourists who visited India with the mission of attending conferences, meetings, workshops, seminars etc. the above data gives the changes in the percentage distribution of total tourists, business tourists and MICE tourists by type of tourists. Out of the total inbound tourists, 68.7 percent were foreign nationals but this proportion is much higher at 87.6 percentage in the case of MICE tourists. Hence, majority of the MICE tourists arriving India are the foreign nationals (other than PIOs).

Based on this study we can state that now the MICE tourism is not much popular in India. Most of the foreign and PIO are visiting India for business purpose and leisure purposes. But the analysis the figure we can understand that in the future of MICE tourism in India will develop gradually than any other industries in India.

As per an article published by Surjeet Kumar Dhamija in the journal named Indian journal of applied hospitality and tourism research revealed that New Delhi has the 16<sup>th</sup> position in the top 20 MICE cities in Asia-Pacific region in 2006. By analyzing this data we can't say that, there is was no sudden and immediate growth in Indian MICE industry. But development was there and tourism sector is not utilizing the vast opportunities of MICE tourism.

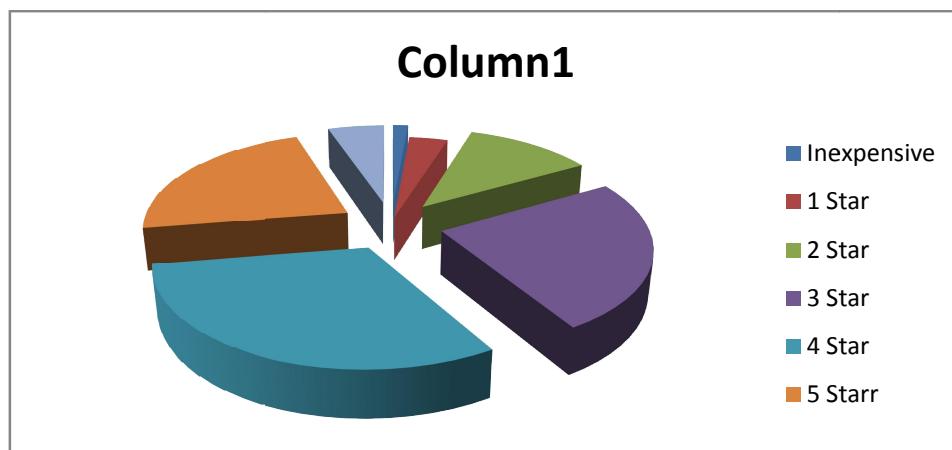
#### **4.3 Distribution of Mice Tourists by Type of Accommodation Preferred**



As per the data collected by Indian government, accommodation sector is having an important role in MICE. In accommodation sector hotel industry is the main trends sectors in MICE. Other types of accommodations are not having that much importance in MICE. This diagram says the governments are not taking any initiatives for the developments of MICE in our country.

#### **4.4 Distribution of Mice Tourists by type of Hotel Preferred**

Based on the study conducted on "distribution of MICE tourists by type of hotel preferred" most of the MICE tourism are luxurious. 3 Star, 4 Star, 5 Star are mainly focused for MICE. Burj Al Arab is the one and only 7 Star hotel in the world but, the number of MICE tourism focusing in 7 Star hotel is very less.



#### **V. SUGGESTIONS**

- Awareness program should be conducted by the department of tourism to the tourism intermediaries.
- Development of tourism infrastructure at a large scale is necessary for the growth of MICE tourism.
- Promotional activities focusing on MICE tourism to attract foreign tourists should be increased.
- Make the host people aware about MICE tourism.

#### **VI. CONCLUSION**

The study intends to contribute to the opportunities of MICE tourism. The study has gained its objectives. This study come out with some important findings about MICE tourism .By clear observation about the data, it concludes that the MICE tourism has more opportunities in the present situation. We conducted this study only based on secondary data and we collected some important information from government sources. And this leads to make some important findings that contain MICE tourism opportunities and scope.

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