

**DIPLOMA**

**IN**

**TOURISM**

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# **TITLE OF THE PROJECT**

**“ANALYTICAL STUDY OF MICE TOURISM  
AT DELHI, NCR”**

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# CHAPTER -1

## INTRODUCTION TO TOPIC

MICE tourism is a term that encompasses four different components of the corporate meeting's market-meetings, incentives, conventions and exhibitions-which are all separate activities. **MICE tourism** is an emerging field in tourism literature due to its economic impact. A strategy employed by meeting and convention planners is to include "add on" activities to their events in an attempt to increase attendance and keep the attendee at the destination longer. Most components of MICE are well understood, perhaps with the exception of incentives. Incentive tourism is usually undertaken as a type of employee reward by a company or institution for targets met or exceeded, or a job well done. Unlike the other types of MICE tourism, incentive tourism is usually conducted purely for entertainment, rather than professional or education purposes.

Meetings, incentives, conferences, and exhibitions is a type of tourism in which large groups, usually planned well in advance, are brought together for a particular purpose. Recently, there has been an industry trend towards using the term 'meetings industry' to avoid confusion from the acronym. Other industry educators are recommending the use of "events industry" to be an umbrella term for the vast scope of the meeting and events profession. MICE stakeholders include facilities, hospitality, planners, transportation, technical services, and tour opportunities and entertainment. Planners, is an integral part of MICE tourism and meeting planners can be broken down into four categories: corporate, association, government, and independent. Corporate meetings tend to be smaller, generally fewer than one hundred attendees, and are mostly shorter in duration. They are usually held in hotels, conference centers, training centers or universities.

Corporate meetings most often have shorter lead times and require less preparation in planning. Traveling to attend meetings is the primary reason for business travel. About twenty percent of all business trips are for the purpose of attending corporate meetings or conventions.

The term "MICE" in the context of travel is an acronym for Meetings, Incentives, Conferences and Exhibitions. It refers to a specialized niche of group tourism dedicated to planning, booking and facilitating conferences, seminars and other events. Sometimes referred to as the meetings or events industry, MICE travel involves a number of components. They include corporate meeting planners; meetings and convention departments of hotels, conference centers or cruise ships; food and beverage managers; logistics firms; private tour operators and transfer companies; incentive houses; professional trade organizations; tourism boards, tourism trade associations and travel-selling professionals. Because of the organization and planning involved (typically, years in advance); travel sellers specializing in MICE are usually affiliated with large corporate agencies. Also Known As: Meetings Industry, Events Industry.

MICE event locations are normally bid on by specialized convention bureaux in particular countries and cities and established for the purpose of bidding on MICE activities. This process of marketing and bidding is normally conducted well in advance of the event, often several years, as securing major events can benefit the local economy of the host city or country. Convention bureau may offer financial subsidies to attract MICE events to their city. MICE tourism is known for its extensive planning and demanding clientele.

## **INDIA'S OUTLOOK FOR MICE TOURISM**

Amidst, the countless ways that India can capture world attention as a tourist paradise, there also exists a dynamic business opportunity as a splendid venue for MICE tourism of no less than global standards. According to Ministry of Tourism, MICE has been identified as a major area of promotion under the "Incredible India!" campaign. According to it, India's MICE tourism attracts 1% of the total international MICE market. Enchanting India's image as a conference destination is also projected through the chains of hotels: providing international standards in facilities and services, exclusive business hotels and exotic resorts with meeting rooms of distinction, spacious convention facilities. India is in a continual process of upgrading its MICE facilities. There are multiple plans on the anvil for more world class convention centers, airports that contest with the best in the world and efforts to team the famous Indian hospitality with customization as per a visitor's requirement.

India is globally connected to a network of over 50 international airlines and several domestic airlines which provide convenient connectivity within India.

Add to this India offers an educated manpower base where fluency in English and other official International languages can be expected. With the expansion in the network of airlines operations, better surface transport system including the Indian Railways, new centers of information technology, many new convention centers, hotels and meeting facilities; India is now an important MICE destination

### **Reasons for MICE:**

People who attend MICE activities are mainly there for:

- ✓ Stimulation – Getting new ideas.

- ✓ Networking – Meeting with others: colleagues, customers, buyers and people who share the same interests.
- ✓ Continuing their education – Learning new skills and furthering their education.
- ✓ Product update – Finding out about new products that are available.
- ✓ Spread new information– Transmitting new concepts and ideas.
- ✓ Strategic planning – Collective brainstorming for the future.

The UNWTO Recommended Methodological Framework (TSA:RMF, 2008) recommends following categories as characterizing the main purpose of visit for tourists:

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- Leisure, recreation and holidays
- Visiting friends and relatives
- Business and professional (including for study)
- Health treatment
- Religion, pilgrimage, and
- Other (e.g., airline or ship crews, transit travellers, etc.)

These purposes of travel are briefly described as flows:

**Business** - This category includes trips of employees of Government, public or private organizations or of self-employed people, trips for installation of equipment, inspection, purchase and sale for enterprise; for attending conferences, congresses, trade fairs and exhibitions; for delivering lectures or concerts; for participation in professional sport activities, etc.

**Holidaying, leisure and recreation** - This category includes sightseeing, attending sporting and cultural events, non-professional active sports, adventure sports, recreational activities, cultural activities, holidays at beaches and hill stations, summer camps, dining out, visiting spas and other establishments specialized in wellbeing, fitness except in the context of a medical treatment (in which case the purpose would be health & medical), etc.

**Social (including visiting friends and relatives, attending marriages, etc.)** - This category includes visiting friends and relatives, attending marriages/ any other family events/ other social functions, visiting home towns, visits to arrange short-term caring for the baby, sick or old; etc.

**Pilgrimage & religious activities** - This category includes attending various religious meetings and events, and undertaking pilgrimages to different places of worship or holy places.

**Education & training** - This category includes trips to join short-term courses (less than six months) following particular programs of study, education and research programming, acquiring specific skills through formal on-the-job training including paid study, etc. For example, the trip of a professional academician (e.g. college lecturer/school teacher) for acquiring a certain academic qualification would come MICE Tourism in India 7 National Council of Applied Economic Research under this category. However, if his trip primarily involves delivering academic lectures then the purpose of his trip was reported not as education and training but as business.



**Health & medical** - This category includes trips to spa, fitness and health resorts, treatments and cures, ayurvedic and other health resorts of traditional medicines, etc., for getting short-term (less than six months) medical treatment.

**Shopping** - This category includes purchasing of consumer goods for own personal use or as gifts but not for resale or for use in a future productive process (in which case the purpose would be business). For example, in many places in our country people visit some nearby city/town or market place primarily for the purpose of purchasing consumer goods during festivals like Puja, Diwali, Eid, Christmas, etc. or during social functions like marriages, birthdays, etc., in their households. For such trips the purpose was taken as shopping. But if a shopkeeper undertakes a trip to a city/town to make wholesale purchase for retail selling then the purpose of his trip was taken as business and not shopping.

**Others** - This category includes purposes which are not indicated elsewhere. For example, making a trip to render some social service, such as attending a blood donation camp to donate blood, comes under this category.

**Meetings, incentives, conferences, and exhibitions (MICE**, with the “E” sometimes referring to *events* and the “C” sometimes referring to *conventions*) is a type of tourism in which large groups, usually planned well in advance, are brought together for a particular purpose. Recently, there has been an industry trend towards using the term 'meetings industry' to avoid confusion from the acronym. Other industry educators are recommending the use of "events industry" to be an umbrella term for the vast scope of the meeting and events profession.

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Tourism is one of the fastest growing sectors in the world with total international tourist arrivals witnessing a significantly high growth in recent decades, particularly after year 2000. According to the United Nations World Travel Organization (UNWTO), despite occasional shocks, worldwide international tourist arrivals have shown virtually uninterrupted growth from 25 million in 1950 to 278 million in 1980 to 528 million in 1995 and breached 1 billion mark, at 1,035 million, in 2012. The following year saw this number growing to 1087 million, recording a growth of 5 per cent. The growth in international tourist arrivals for South Asia has been even larger. From 6.1 million arrivals in 2000, the number of international tourist arrivals grew to 15.2 million in 2013, marking the compounded annual growth rate (CAGR) of 7.3 per cent (UNWTO, 2014).

Among the various purposes of travel, like business, leisure, social, religious, education, medical, shopping etc, business trips are showing an interesting upward trend, worldwide. This largely owes to the significant growth in the trips undertaken for attending or participating in meetings, conferences, seminars, workshops etc. Such tourists are popularly known as MICE tourists. The acronym MICE stands for meetings, incentives, conferences and exhibitions. The MICE component of tourism is also called Meetings industry.

Over the past decades, Meetings industry has been recognized as a significant market segment and an important contributor to national economies. It not only gives a boost to

economy in the form of income generation, but creates huge employment opportunities in related hospitality service providing sectors like accommodation, food and beverage, conventions service, transportation, tourism and entertainment. MICE Tourism in India 2 National Council of Applied Economic Research

Other than the economic and employment benefits, MICE tourism offers many other benefits to the economies such as business opportunities, dissemination of education and providing of trainings (Peters & Jones, 1996). Peters and Jones also argue that since there is no peak season for MICE tourism, it is also beneficial for offsetting the low time for hotels, restaurants, travel agencies and so forth when the leisure tourism is not at its peak. Thus, this highly potential form of tourism contributes high value added to the tourism industry.

According to the Country and City Rankings 2012 of The Association Meetings Market 2012, a product of International Congress and Convention Association (ICCA), more than 11,150 association events were identified by ICCA members in 2012, which is about 1000 more than identified in the previous year (ICCA, 2012). In the recent years, China and India have emerged as new markets for Meetings industry. They have increased their capacity for holding large conventions, with major destinations being Beijing, Shanghai, New Delhi, Mumbai, Bangalore and Chennai. The Country of City Rankings 2012 places India at 25th position with 150 meetings hosted in 2012. India shares this position with Poland, Singapore and Thailand. As compared to this, India's ranking in 2011 was 33rd, with 105 meetings during the year. Among Asia Pacific and Middle East countries, India occupies an impressive 5th position (up from the 8th rank in 2011), followed by Japan with 341 meetings in 2012, China with 311 meetings, Australia playing host to 253

meetings and Republic of Korea hosting 229 meetings. 1.6 The World City rankings place New Delhi at 46th position, with 48 meetings held in 2012. In 2011, New Delhi played host to 37 meetings and occupied 56th position in World city rankings. Among Asia Pacific and Middle East countries, the rank of New Delhi is 13th. Mumbai, another popular destination in India, hosted a total of 19 meetings in 2012 and stood at 117th position in world ranking and 25th position in Asia Pacific and Middle East countries ranking (ICCA, 2012). MICE Tourism in India 3 National Council of Applied Economic Research 1.7 However, very little official statistics are available to estimate the size of MICE/Meetings industry in India. Even worldwide, this component of tourism is under researched. In the past, Ministry of Tourism commissioned a research study to the Indian Institute of Management, Bangalore to understand the scenario in the global and Indian conventions industry and to identify the opportunities as well as domestic constraints for the Indian conventions market. The study made use of quantitative and qualitative analysis of both primary and secondary sources of information to highlight the key strengths and weaknesses of the Indian conventions industry

### **MICE IN DELHI, NCR**

The Region of Delhi NCR is very large. It not only includes New Delhi or the Famous Lutyen's Delhi but also includes the Delhi which has been there from the time immemorial i.e. from the times of Pandavas (The Mythological Family in the Indian Epic of MAHABHARAT), the Chauhan Dynasty, the Lodi Dynasty, Khilji Dynasty, the Delhi Sultanate, the Timurids or more popularly the Mughals, then Britishers and at present the Independent India.

The Delhi which we are witnessing today is basically built by the British Government as a part of the plan to shift the capital from Calcutta (Presently Kolkata) in year 1911 announced by the then Emperor of India King George II during his coronation at the Delhi Durbar, designed by the architects Sir Edwin Lutyens and Herbert Baker. After which the massive construction for the new capital started. The British Government constructs the following buildings as a part of the new city, which is even today the base of the Indian Administrative, Judicial, and Legislation.

- The Rashtrapati Bhawan.
- The North Block ( The Secretariat Building)
- The South Block( The Secretariat Building)
- The Connaught Place.
- The Sansad Bhawan or the Parliament House
- The Lutyen's Bungalow Zone
- The India Gate or the War Memorial.

The Delhi NCR (National Capital Region) is basically a very huge area and includes the states of Delhi, Uttar Pradesh, Rajasthan, and Haryana. The total area of the Delhi NCR is 43, 016 Square Kilometer. The Development of Delhi is still in progress. The major development after the India's Independence is the area of Chanakyapuri undertaken in the year 1950's by the Central Public Works Department to develop the area for the Diplomatic Missions, the resident for the Ambassadors, Diplomats and Consular Corps, High Commission and Chanceries.

The Development of the Delhi gets another boost when Delhi hosted the 1982 Asian Games and in 2010 Commonwealth Games. The Commonwealth Games saw the

development of the Delhi Metro, the new terminal building at the Indira Gandhi International Airport and the overhauling of the Public Transport system of the Delhi Transport Corporation with the launch of the new Air Conditioned Buses. The infrastructure of the Delhi is completely changed with the construction of the new flyovers, foot over bridges, the underground footways. Delhi being the LEGISLATIVE, EXECUTIVE, and JUDICIAL CAPITAL OF INDIA holds the prominence in the WORLD TRADE. The businessmen, entrepreneurs, corporate giants, financial institutions came to Delhi for the business. The distinction of being the country's capital is that it is the seat of the business and trade regulatory agencies. The Government of India through its several agencies organise various seminars, conclaves, congresses to promote and develop the trade commerce in India. The specialised agencies which are being used by the Government of India for the promotion and development of the Trade and Commerce are:-

1. The Ministry of Commerce.
2. The Ministry of Tourism.
3. The Federation of Indian Chamber of Commerce and Industries.
4. The Confederation of the Indian Industries.
5. The India Trade promotion Organisation.
6. The Associated Chambers of Commerce and Industry of India (ASSOCHAM) In this project “Problems and Prospects of the Venue Management in India” I will concentrate in the venues in the Delhi. These Venues are:

- The Vigyan Bhavan.
- The Pragati Maidan.
- The Ashok Hotel.

Some very world famous and known Trade Fairs and events which are being held in the Delhi every year are the

1. International Oil and Gas Conference and Exhibition.
2. The Great Domestic Tourism Bazaar.
3. India International Trade Fair
4. New Delhi World Book Fair.
5. Automobile Expo.
6. The South Asian Travel Trade Exhibition.

When any Conference, Congress, Convention, Conclave, Trade Fair, Expo or any Seminar is organised in the National Capital Territory of Delhi the Delegates means the Exhibitors, Buyers, Sellers, Investors, Participants who came to Delhi to participate in the Events usually prefers to explore the Delhi specially its Tourist Place which is famous world over, specifically the International Participants who visit India for such events. The Attractions which the International Participants prefers to visit in the Delhi and which is close to the Delhi are

- The Red Fort, New Delhi.
- The India Gate.
- The Qutub Minar.

- 
- The Taj Mahal.

The delegates especially the International delegation prefers to visit the Agra, Fatehpur Sikri, Jaipur, Jodhpur, Jaisalmer, Udaipur, and Corbett National Park as a part of their trip to India. The delegates also prefers the Five Star Hotels, Luxury Cars and some unique

services like gala dinner, the meetings with the stake holders, the visit to the cafes, pubs and celebrity night.

The Delhi is having many 5 Star Hotels which are catering to the needs of the Business Travellers. The Business Travellers along with the business prefers some leisure activities like Partying, Networking, Playing Golf, Shopping various types of the products from India like the handlooms and handicrafts, ethnic wear, jewellery, gems and stones.

The Delhi's Five Star Hotels which are very much popular among both the Domestic as well as International Delegates both from the perspective of the accommodation as well as the Meeting and Conference and Seminar are as follows. These Hotels provides the world class facilities to the guests in terms of Hospitality and Conferencing.

1. The Ashok Hotel, New Delhi.
2. The Oberoi's, New Delhi.
3. The Lalit, New Delhi.
4. The ITC Maurya, New Delhi.
5. The Taj Palace Hotel, New Delhi.
6. The Taj Mahal Hotel, New Delhi.
7. The Sheraton, New Delhi.
8. The Imperial, New Delhi.



## **ABOUT DELHI, NCR**

**Delhi** officially the **National Capital Territory of Delhi** or NCT, is a city and a union territory of India. It is bordered by Haryana on three sides and by Uttar Pradesh to the east. The NCT covers an area of 1,484 square kilometres (573 sq mi). According to 2011 census, Delhi's city population was about 11 million, the second highest in India after Mumbai, while the whole NCT population was about 16.8 million. Delhi's urban area is now considered to extend beyond the NCT boundary to include an estimated population of over 26 million people making it the world's second largest urban area. As of 2016 recent estimates of the metro economy of its urban area have ranked Delhi either the top or second most productive metro area of India. Delhi is the second wealthiest city after Mumbai in India, with a total wealth of \$450 billion and home to 18 billionaires and 23,000 millionaires.

Delhi has been continuously inhabited since the 6th century BC. Through most of its history, Delhi has served as a capital of various kingdoms and empires. It has been captured, ransacked and rebuilt several times, particularly during the medieval period, and modern Delhi is a cluster of a number of cities spread across the metropolitan region. A union territory, the political administration of the NCT of Delhi today more closely resembles that of a state of India, with its own legislature, high court and an executive council of ministers headed by a Chief Minister. New Delhi is jointly administered by the federal government of India and the local government of Delhi, and is the capital of the NCT of Delhi. Delhi hosted the first and ninth Asian Games in 1951 and 1982 respectively, 1983 NAM Summit, 2010 Men's Hockey World Cup, 2010 Commonwealth Games, 2012 BRICS Summit and was one of the major host cities of the 2011 Cricket World Cup.

Delhi is also the centre of the National Capital Region (NCR), which is a unique 'interstate regional planning' area created by the National Capital Region Planning Board Act of 1985. Delhi ranks among the cities with the worst air pollution in the world.

### **UTILITY SERVICES**

Delhi's municipal water supply is managed by the Delhi Jal Board (DJB). As of June 2005, it supplied 650 million gallons per day (MGD), whereas the estimated consumption requirement is 963 MGD. The shortfall is met by private and public tube wells and hand pumps. At 240 MGD, the Bhakra storage is DJB's largest water source, followed by the Yamuna and Ganges rivers. Delhi's groundwater level is falling and its population density is increasing, so residents often encounter acute water shortage. Research on Delhi suggests that up to half of the city's water use is unofficial groundwater. In Delhi, daily domestic solid waste production is 8000 tonnes which is dumped at three landfill locations by MCD. The daily domestic waste water production is 470 MGD and industrial waste water is 70 MGD. A large portion of the sewage flows untreated into the Yamuna river.

The city's electricity consumption is about 1,265 kWh per capita but the actual demand is higher. In Delhi power distribution is managed by Tata Power Distribution and BSES Rajdhani since 2002. The Delhi Fire Service runs 43 fire stations that attend about 15,000 fire and rescue calls per year. The state-owned Mahanagar Telephone Nigam Limited (MTNL) and private enterprises such as Vodafone, Airtel, Idea Cellular, Reliance Info comm, Aircel and Tata Docomo provide telephone and cell phone services to the city. Cellular coverage is available in GSM, CDMA, 3G and 4G.

## **TRANSPORT**

### **Air**

Indira Gandhi International Airport, situated to the southwest of Delhi, is the main gateway for the city's domestic and international civilian air traffic. In 2015–16, the airport was used by more than 48 million passengers, making it the busiest airport in India and South Asia. Terminal 3, which cost ₹96.8 billion (US\$1.5 billion) to construct between 2007 and 2010, handles an additional 37 million passengers annually.

The *Delhi Flying Club*, established in 1928 with two de Havilland Moth aircraft named *Delhi* and *Roshanara*, was based at *Safdarjung Airport* which started operations in 1929, when it was the Delhi's only airport and the second in India. The airport functioned until 2001, however in January 2002 the government closed the airport for flying activities because of security concerns following the New York attacks in September 2001. Since then, the club only carries out aircraft maintenance courses and is used for helicopter rides to Indira Gandhi International Airport for VIP including the president and the prime minister.

A second airport open for commercial flights has been suggested either by expansion of Meerut Airport or construction of a new airport in Greater Noida.



### **Road**

Delhi has the highest road density of 2103 km/100 km<sup>2</sup> in India.

Buses are the most popular means of road transport catering to about 60% of Delhi's total demand. Delhi has one of India's largest bus transport systems. Buses are operated by the state-owned Delhi Transport Corporation (DTC), which owns the largest fleet

of compressed natural gas (CNG)-fueled buses in the world. Personal vehicles especially cars also form a major chunk of vehicles plying on Delhi roads. Delhi has the highest number of registered cars compared to any other metropolitan city in India. Taxis, auto rickshaws, and cycle rickshaws also ply on Delhi roads in large numbers.

### **Important Roads in Delhi**

Some roads and expressways serve as important pillars of Delhi's road infrastructure:

- The Inner Ring Road is one of the most important "state highways" in Delhi. It is a 51 km long circular road which connects important areas in Delhi. Owing to more than 2 dozen grade-separators/flyovers, the road is almost signal-free.
- The Outer Ring Road is another major artery in Delhi that links far-flung areas of Delhi.
- The Delhi Noida Direct Flyway or DND Flyway is an eight-laned access controlled tolled expressway which connects Delhi to Noida (an important satellite city of Uttar Pradesh).
- The Delhi Gurgaon Expressway is a 28 km (17 mi) expressway connecting Delhi to Gurgaon, an important satellite city of Haryana.
- The Delhi Faridabad Skyway is controlled tolled expressway which connects Delhi to Faridabad, an important satellite city of Haryana.

### **National Highways Passing Through Delhi**

Delhi is connected by Road to various parts of the country through several National Highways:

- National Highway 1 (India) or (NH 1) is a National Highway in Northern India that links the National capital New Delhi to the town of Attari in Punjab near the Indo-Pakistan border.
- National Highway 2 (India) (NH 2) commonly referred as Delhi-Kolkata Road is a busy Indian National Highway that runs through the states of Delhi, Haryana, Uttar Pradesh, Bihar, Jharkhand and West Bengal.
- National Highway 8 (India) (NH 8) is a National Highway in India that connects the Indian capital city of New Delhi with the Indian Financial capital city of Mumbai.
- National Highway 10 (India) (NH 10) is a National Highway in northern India that originates at Delhi and ends at the town of Fazilka in Punjab near the Indo-Pakistan border.
- National Highway 24 (India) (NH 24) is a National Highway in India that connects the National capital Delhi to Uttar Pradesh state capital Lucknow running 438 kilometres (272 miles) in length

## **Railway**

Delhi is a major junction in the Indian railway network and is the headquarters of the Northern Railway. The five main railway stations are New Delhi railway station, Old Delhi, Nizamuddin Railway Station, Anand Vihar Railway Terminal and Sarai Rohilla. The Delhi Metro, a mass rapid transit system built and operated by Delhi Metro Rail Corporation (DMRC), serves many parts of Delhi and the neighbouring cities Faridabad, Gurgaon, Noida and Ghaziabad. As of August 2011, the metro consists of six operational lines with a total length of 189 km (117 mi) and 146 stations, and several other lines are under construction. The Phase-I was built at a cost of US\$2.3 billion and the Phase-II was expected to cost an additional ₹216

billion (US\$3.3 billion).Phase-II has a total length of 128 km and was completed by 2010. Delhi Metro completed 10 years of operation on 25 December 2012. It carries millions of passengers every day. In addition to the Delhi Metro, a suburban railway, the Delhi Suburban Railway exists.

## **Metro**

The Delhi Metro is a rapid transit system serving Delhi, Faridabad, Gurgaon, Noida and Ghaziabad in the National Capital Region of India. Delhi Metro is the world's 10th largest metro system in terms of length. Delhi Metro was India's second modern public transportation system, which has revolutionised travel by providing a fast, reliable, safe, and comfortable means of transport. The network consists of six lines with a total length of 189.63 kilometres (117.83 miles) with 142 stations, of which 35 are underground, five are at-grade, and the remainder are elevated. All stations have escalators, lifts, and tactile tiles to guide the visually impaired from station entrances to trains. It has a combination of elevated, at-grade, and underground lines, and uses both broad gauge and standard gauge rolling stock. Four types of rolling stock are used: Mitsubishi-ROTEM Broad gauge, Bombardier MOVIA, Mitsubishi-ROTEM Standard gauge, and CAF Beasain Standard gauge. The Phase-I of Delhi Metro was built at a cost of US\$2.3 billion and the Phase-II was expected to cost an additional ₹216 billion (US\$3.3 billion). Phase-II has a total length of 128 km and was completed by 2010. Delhi Metro completed 10 years of operation on 25 December 2012. It carries millions of passengers every day. In addition to the Delhi Metro, a suburban railway, the Delhi Suburban Railway exists.

Delhi Metro is being built and operated by the Delhi Metro Rail Corporation Limited (DMRC), a state-owned company with equal equity participation from

Government of India and Government of National Capital Territory of Delhi. However, the organisation is under the administrative control of Ministry of Urban Development, Government of India. Besides construction and operation of Delhi Metro, DMRC is also involved in the planning and implementation of metro rail, monorail, and high-speed rail projects in India and providing consultancy services to other metro projects in the country as well as abroad. The Delhi Metro project was spearheaded by Padma Vibhushan E. Sreedharan, the Managing Director of DMRC and popularly known as the "Metro Man" of India. He famously resigned from DMRC taking moral responsibility for a metro bridge collapse, which took five lives. Sreedharan was awarded the prestigious Legion of Honour by the French Government for his contribution to Delhi Metro.

Metro services are being extended to important hubs in the cities that are close to offices, colleges, and tourist spots. This will facilitate easy conveyance for the citizens, who otherwise have to rely on public buses that are heavily crowded and are often stuck in traffic jams.

### **Regional Rapid Transit System (RRTS)**

The 08 RRTS Corridors have been proposed by National Capital Region Planning Board (NCRPB) to facilitate the people travelling from nearby cities in NCR to Delhi. The three main corridors in the first phase are as follows which are expected to become operational before 2019:

1. **Delhi – Alwar** via Gurgaon
2. **Delhi – Panipat** via Sonapat
3. **Delhi – Meerut** via Ghaziabad

Remaining five corridors are also approved by National Capital Region Planning Board but are planned in the second phase.

To make the project operational NCRPB has formed a separate body named as "National Capital Region Transport Corporation *on the lines of DMRC to independently formalise and monitor its progress.*

### **Roads of 2006 and 2007**

As of 2007, private vehicles account for 30% of the total demand for transport. Delhi has 1922.32 km of road length per 100 km<sup>2</sup>, one of the highest road densities in India. It is connected to other parts of India by five National Highways: NH 1, 2, 8, 10 and 24. The city's road network is maintained by MCD, NDMC, Delhi Cantonment Board, Public Works Department (PWD) and Delhi Development Authority. The Delhi-Gurgaon Expressway connects Delhi with Gurgaon and the international airport. "*The Delhi-Faridabad Skyway*". connects Delhi with the neighbouring industrial town of Faridabad. The DND Flyway and Noida-Greater Noida Expressway connect Delhi with the suburbs of Noida and Greater Noida. Delhi's rapid rate of economic development and population growth has resulted in an increasing demand for transport, creating excessive pressure on the city's transport infrastructure. As of 2008, the number of vehicles in the metropolitan region, Delhi NCR, is 11.2 million (11.2 million). In 2008, there were 85 cars in Delhi for every 1,000 of its residents.

To meet the transport demand, the State and Union government constructed a mass rapid transit system, including the Delhi Metro. In 1998, the Supreme Court of India ordered that all public transport vehicles in Delhi must be fuelled by compressed natural



gas (CNG). Buses are the most popular means of public transport, catering to about 60% of the total demand. The state-owned Delhi Transport Corporation (DTC) is a major bus service provider which operates the world's largest fleet of CNG-fuelled buses. Delhi Bus Rapid Transit System runs between Ambedkar Nagar and Delhi Gate.

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## **TOURIST PLACES IN DELHI, NCR**

### **RED FORT**



Home to Mughal Emperors for nearly 200 years, the Red Fort or Lal Kila was converted to barracks for the British colonial army. The iconic landmark recognized by its red sandstone architecture has a rich set of stories dating back to India's pre-independence era. This massive time-tested fortress today is the backdrop for large scale national events such as the Republic Day and Independence Day.

Timings: 9am – 6pm (Tuesday to Sunday)

Entry Fee:

- INR 10 (Indians)
- INR 150 (foreigners)
- Audio tour in Hindi/ English INR 60/100

Photography: Allowed (Video INR 25)

## INDIA GATE



Rising 42 mts high in one end of Rajpat stands the India Gate – a symbol of pride and bravery. This outstanding stone archway instantly ignites a feeling of patriotism and thus is a major tourist place in Delhi.

Also known by the name of All India War Memorial, this prestigious monument is a mark of respect to all those unknown soldiers who have sacrificed their lives protecting an entire nation.

Timings: Open on all days

Entry Fee: Free

## QUTAB MINAR



Qutub Minar, a soaring 73 m high tower of victory built in 1193 is one of the finest monuments in the world. An architecture reminiscent of the distinct styles from the

Tughlak and Aibak dynasties that ruled Delhi stands sculptured with red sandstone in the first three storeys while the fourth and fifth are made of marble and sandstone.

Visit Quwwat-ul-Islam Mosque and make your wishes come true by circling your hands around a 7m high iron pillar enclosed within it.

Timings: 6am – 6pm, closed on weekends

Entry Fee: INR 10 (Indians), INR 250 (foreigners)

Photography: Free

### **AKSHARDHAM TEMPLE**



Heralded by the Guinness World Record as the World's Largest Comprehensive Hindu Temple, Swaminarayan Akshardham in New Delhi is an epitome of Indian culture. Akshardham is nothing short of an unforgettable experience taking every visitor close to the breathtaking beauty and grandeur of India's ancient art, architecture, and eternal spiritual teachings.

Various exhibitions on display take visitors through multiple journeys such as the Hall of Values, giant screen film on Discover India, and Cultural Boat Ride. Other attractions

include the Circle of Life Musical Fountain (after sunset), Gardens of India, and Lotus Garden.

Timings: Tuesday – Sunday, 9:30am – 6:30pm, closed on Monday

Entry Fee:

Complex Entry: Free | No Ticket

Exhibition: Ticket (available 10am – 5pm)

- Adults: INR 170
- Senior Citizen: INR 125
- Child (4-11 yrs): INR 100
- Child (below 4yrs): Free

Musical Fountain: Ticket

- Adults: INR 30
- Senior Citizen: INR 30
- Child (4-11 yrs): INR 20
- Child (Below 4 yrs): Free

Photography: Not allowed. Mobile phones not allowed

## **LOTUS TEMPLE**



The ever-popular lotus-shaped Bahai Temple in Delhi is the last of the seven major Bahai temples around the world. A mesmerizing structure made of pure white marble, standing against a lush green landscape, the lotus depicts a symbol common to all religions.

Hence the doors of the temple remain wide open for adherents of any faith to pray and meditate. Around the blooming petals lie nine pools of water, which illuminate in natural light.

Timings: Tuesday – Sunday, 9am – 7pm, closed on Monday

Entry Fee: Free

Photography: Permission required



## CHAPTER - 2

### REVIEW OF LITERATURE

Goldsmith (1974) stated in his study wherever a proper disposal system is not installed there may be pollution of ground water from the sewage of places like hotels, resorts and tourist's lodges. He also remarked that if the sewage of places has not being adequately treated before its outfall in a nearby river or lake, it would pollute the water of the area.

Eckholm. E.P. (1975), in his study, "The Deterioration of Mountain," clearly point out the main cause of negative impact on tourism. He stated that the negative impacts arise out of unplanned and uncontrolled tourist flow in the destination.

Smith V. L (1977) noted that the performance of religious or historical ceremonies on demand, out of context and for monetary reward leads to cheapening of artistic values or commercialization of traditions and customs.

Pizam A (1978) highlighted impacts perceived by the host community which included increased vandalism, increased price of goods and services, drug abuse, increased alcoholism, increased cost of land and housing and he again emphasized that the entrepreneurs were more positive towards tourism than other groups.

Archer. B.H (1978) narrated the evils of tourism. He stated that one of the most significant and least desirable by-products of tourism is its effects in the moral standards

of the host population. The growth of prostitution, crime and gambling has been mentioned frequently as evils of tourism development.

Charles Kaiser and Jr Larrey E Helber (1978) remarked that government sets the economic climate in which tourism exists, prospers, or decline.

Leverdon R. (1979) states that if tourism develops in gradual manner so that the residents have sufficient time to adopt and understand the tourist flow in the region, the social problems doesn't arise.

Butler.R.W (1980) reported that unless specific steps are taken, tourist destination areas and resources will inevitable become over used, unattractive and eventually experience decline.

Alister Mathieson and Geoffrey Wall (1982) reported that in the absence of an attractive environment, there would be little tourism. The environment is the foundation of the tourism industry. Tourism, if it is to be sustained, actually requires the protection of the scenic and historical heritage of destination area. He also added that each type of capacity will have a tolerant limit for each destination or facility. This limit makes a threshold of change beyond which tourist activity includes effects which are primarily negative. If tolerance limits are not exceeded then the effects of tourism will be generally positive.

Jenkins and Henry (1982) mentioned that in developing countries governments need to take an active role in fostering the tourism industry and be involved to some extent in its



operations. They strongly supported that the more important tourism is in a developing economy, the greater is the role for active government involvement.

Chopra Sunitha (1985) point out the need for integrated planning for tourism in India. She stressed that such planning should involve local level planning, linking tourism to other social and economic sectors of the policy making.

O'Reilly. A.M (1986), in his study titled "Tourism Carrying Capacity", he emphasizes the significance of carrying capacity of a destination. He pointed out that the measurement of the carrying impacts of a destination is effectively considered as a point from where the negative factors starts to operate. The most important criteria in this respect is the physical one, since if an overcrowding is done by the large number of visitor of a limited place available in the destination, it would cause damage to the environment.

Singh (1986) reported that tourism helps in conserving important 21 natural areas through development of national park, reserves, and sanctuaries because they become the attraction of tourist. Without tourism these areas could not be developed and could remained ignored and hence could ecologically deteriorate.

Sachid Nand Singh (1986) wrote that if a tourist finds that the people are very charming and hospitable; he develops a close contact and even mutual understanding. Further this enhances the image as well as the intensity of attractiveness. So to satisfy tourists, the strongest means of publicity about any destination is the cordial and hospitable attitude of the people. He further stated that a tourist develops the image of the whole destination

after coming contact with a very limited number of people. If fortunately he happens to meet a good person, he will develop a fine image about that destination and it unfortunately he comes in to the clutches of an anti- social element or cheaters, then the whole edifies built earlier in his mind will be ruined all of a sudden. So, the single misbehavior with a tourist can prove fatal to the 100's of good behaviors, which ultimately exerts a negative influence upon the whole industry.

Nivesh Nigam (2002) stated that tourism industry is a highly labour intensive service industry and hence provides a wide range of jobs with start from the unskilled to the highly specialized positions. There are all the positive impacts of tourism especially with respect to the employment in the under developed places in developing countries, where nature has blessed with such a multitude of beauty.

Santhosh Thampi. P (2003) in his research work "Ecotourism Marketing with special reference to Kerala" made an in depth studies on ecotourism marketing in Kerala. In his study, he found that almost all destinations of Kerala have a number of potential ecotourism destinations. Significant percentage of tourists visiting Kerala is interested in ecotourism and about 18% of them are probable eco-tourists. This is a positive indication of the fact that Kerala's ecotourism potential is sufficiently high. But stumbling block, in the development and marketing of Kerala ecotourism is lack of sufficient Knowledge about ecotourism markets and the preferences of genuine eco-tourists.

Mehta and Jain N (2003) reported that there is no certainty that a particular country can always maintain its share of international tourism. Factors like political instability, spread over of epidemic diseases, change in values and taste of potential tourists over the time,

economic recession, terrorism and other socio-cultural problems affect the flow of tourists in a particular region or country.

Gangopadhyay and Chakraborty (2003) highlighted the problems of unplanned growth of tourism in their paper 'Tourism in Digha: A Blessing or 25 Blight'. In their article, they made an attempt to evaluate the present environmental degradation scenario at Digha and suggest the possible remedies in order to cope up with the situation.

Helen Briasswis and Jan Van Der Stroaten (2004) reported that tourism a multi faced economic activity in interacts with the environment in the frame work of two way process, on one hand, environmental resources provide the basic ingredients critical production factors, for the production of tourist product the natural and /or manmade setting for the tourist to enjoy, live and relax. Moreover, other economic activities, besides tourism, rise up, modify and affect the quantity and quality of environmental resources available for tourism purposes.

Joseph (2004) conducted a detailed study on major problems faced by the pilgrim tourists of Sabarimala and to measure the level of satisfaction of the pilgrim tourists as regards to various facilities provided at Erumely and Sabarimala in Kerala. He identified that there exist significant differences among the pilgrim tourists in respect of level of satisfaction on different facilities provided at the pilgrim centre.

**According to Standeven and De Knop (1999)** identified four types of benefits of sport tourism: health, socio-cultural, economic and environmental. Health benefits exist on two levels, physiological and psychological. These include aerobic exercise, release from

stressors of everyday life and enjoyment of a social interaction with others (Segrave, 2000; Standeven & De Knop). Socio-cultural benefits of sport and tourism exist on several levels. Benefits such as community togetherness, “psychic income,” local pride, and community empowerment can be generated through participation in sport and hosting sport events (Burgan & Mules, 1992; Long & Sanderson, 1996; Orams & Brons, 1999). While we know there are economic benefits that exist from sport and event sport tourism, these benefits have been difficult to measure (Crompton, 1995; Doshi, Schumacher, & Snyder, 2001). Some experts believe multipliers have affected the validity of estimates of the economic impact of an event on a host community. Nonetheless, economic benefits are accrued from league sports, professional sports, and more often than not, urban regeneration through sport may result (Gratton & Henry, 2001; Gratton, Dobson, & Shibli, 2001; Orams & Brons). The conceptual foundation for this study is based upon three principal components:

- (1) Benefits of sport and tourism as indicated by Standeven and De Knop,
- (2) MICE tourism, and
- (3) Golf as active sport tourism. In this study the terms meeting and conventions and

MICE tourism will be used interchangeably. The framework used to explain the benefits of sport and its contribution to the overall well being of individuals was developed by Standeven and De Knop (1999). They identified four categories of benefits/impacts of sport tourism, which consist of health, socio-cultural, economic, and environmental.

Environmentally, the literature cites more impact-based information than benefits based information related to sport and the environment. Typically sports such as golf, skiing and

water sports have been ridiculed for their negative impact on the environment (Roberts, 1995). Education of facilities management and employees will help reduce negative impacts through planning. Also posting signage at the facilities regarding how to reduce these impacts is important (Roberts). The other side of the environmental literature focuses on visitor-host interactions and the benefits to the host destination that can be recognized through positive management techniques targeted at the guest/visitor.

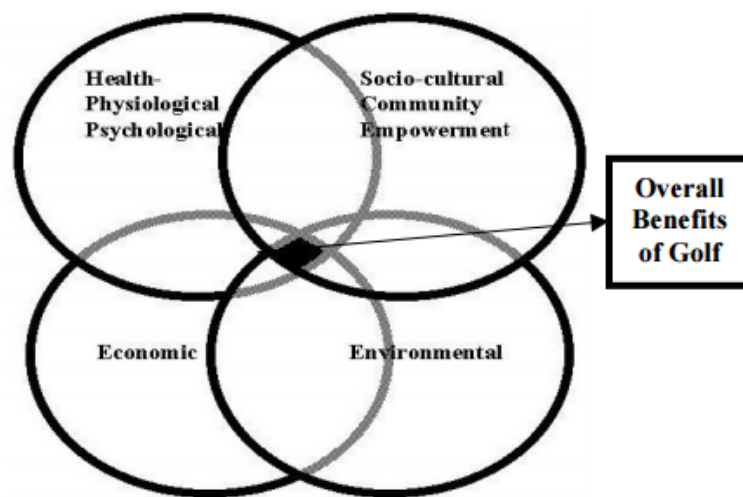


Figure 1: Conceptual Model of Benefits of Sport

Therefore, this study was focused on efforts made by sport and tourism management to reduce impacts through facilitating participation by the attendee in sport events within the host community. The hope is that these efforts may encourage the visitor to return to the area as a tourist on a later visit (Mill, 1990; Readman, 2003; Roberts).

The MICE attendee has an avenue in which to mix business with pleasure through sport. Watching professional sporting events, playing a tennis match after a long seminar, playing in a golf tournament or just visiting the local stadium on a pre or post convention tour are all ways to enhance a meeting and allow for social interaction between participants and the host community (Gunn, 1997; McCord, 1994; Standeven & De Knop,

1999). Economic impacts to the community are also a benefit to both the meeting planner and the community. If the host community benefits from having the meeting or convention, it is likely that the planner will be approached to hold the meeting in that location again or even annually.

One of the most popular extracurricular activities sought by meeting and convention attendees is golf. The benefits of golf participation during meetings parallel the benefits of sport. Gratton and Henry (2001) devised a model to demonstrate the relationship between sport and social and economic benefits in the context of urban regeneration. In their model, which still needs to be tested through empirical research, sport is linked to benefits such as increased work productivity, increased health, increased self-esteem, increased quality of life, and more jobs in the local area. Gratton and Henry seem to embrace health benefits but list them as social benefits (i.e., a healthy population is beneficial for society). The conceptual model developed in this study includes the benefits mentioned in Gratton and Henry's model but in four basic categories - health, socio-cultural, economic and environmental.

To guide this study the researcher developed a conceptual model, which combines the four categories of the benefits of sport and tourism and its link to the overall benefits of golf. All of these benefits are inter-related which is noted later in this study. The health component influences the socio-cultural and community component, which drive the economic component ultimately. The environmental component is concerned with the influence of all factors affecting the environment and the reduction of impacts and education of management and employees in industries included in MICE tourism.

According to Chiriboga & Pierce, 1993) While there are contradictory findings on whether satisfaction with leisure lifestyle influences overall well-being or quality of life, some studies have shown that participation in sports, outdoor and social activities helps those participants feel more positively about themselves. Burch (1987) suggested communities contribute to the sense of well being of their residents through benefits such as social interaction, social continuity, stability and sense of place. These can be achieved through leisure and recreational activities as well as sport. Some lifetime sports such as golf, bowling and swimming can be carried over from childhood to later life and help sustain satisfaction of leisure lifestyle and individual well-being (Burch).

Many sport-event or convention tourists have a full schedule of activities and are typically kept busy and socially and psychologically separated from the host community. Occasionally the visitor may move from the airport to hotel and back to the airport. Although economic impact to the community may have been generated, visitors have not experienced the local culture (Hiller, 1995). A trip to the local park, tours of the area, a round of golf or a fishing trip can be beneficial socially and psychologically for both the residents and the visitors. This may also prompt the visitor to come back on vacation another time (Gunn, 1997).

**According to the ICCA 2006** report, Barcelona ranks 3rd in the world as far as the number of meetings is concerned, with close to 42,000 visitors for these meetings. Barcelona is served by El Prat International Airport in the town of El Prat de Llobregat, about 3 km from Barcelona. It is the second-largest airport in Spain and the largest on the Mediterranean coast. The total number of passengers in 2005 was 27 million and it is expected to go up to 30 million in 2006. The airport is connected to the city by highway,

commuter train and scheduled bus service. The Sabadell Airport is a smaller airport in the nearby town of Sabadell, devoted to pilot training, advertising flights, Aerotaxi and private flights. Some low-cost airlines, like Ryanair and Martinair, prefer to use the Girona-Costa Brava Airport, situated about 100 km to the north of Barcelona. Spain's national carrier, Iberia connects some of the North American destinations directly to Barcelona or via Madrid. The Barcelona - Madrid air route, called "Puente Aereo" (or Air Bridge), is the busiest in the world. However, international connections to this city, needs to be developed in the long run if the convention business is expected to grow at double digit rates. Barcelona is a major hub for RENFE, the Spanish state railway network, and its main suburban train station is Sants Estació. The AVE high-speed rail system has been extended from Madrid to Lleida in western Catalonia, and is expected to reach Barcelona by 2007. RENFE and the Ferrocarrils de la Generalitat de Catalunya (FGC) run Barcelona's efficient commuter train services. The most important attraction of Barcelona is the Sagrada Familia, designed by the architect, Antonio Gaudi. It has been under construction since 1882, and it is estimated that this giant temple (48) would take another 30-60 years to complete. This structure attracts close to 2 million visitors every year. Another attraction is the Poble Espanyol de Montjuic- which is a small village, which has a cluster of houses depicting different Spanish styles. Other main tourist spots are; The Barcelona Aquarium, Casa Mila, Barcelona Museum, Picasso Museum, etc.

Redefined in 1981 (after the definition adopted by the League of Nations in 1937), the International Association of Scientific Experts in Tourism (AIEST) stated: "Tourism may be defined in terms of particular activities, selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home" (De Groote, 1995, p.28). In 1973 the National Tourism Resources Review Commission



defined a tourist as “A tourist is one who travels away from home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he/she stays overnight or returns the same day” (McIntosh, Goeldner, & Ritchie, 1998, pp.11-12).

There are many forms of tourism enjoyed throughout the world from sun, surf and sand (3S) tourism, eco-tourism, adventure tourism, sport tourism, health and spa tourism, cruise tourism, cultural and heritage tourism to festivals, family reunions and business/convention tourism. All forms of tourism have been impacted by changes in the economy and the legacy of the terrorist acts of September 11, 2001 (Goodspeed, 2002); environmental concerns and advances in technology (Miller et. al, 2001). Tourism is the world’s largest industry. The cultural understanding generated through heritage and cultural tourism (Herreman, 1998) as well as sport tourism can augment the economy. There is substantial evidence that sporting events bring economic benefits to communities (Gratton et al, 2001; Orams & Brons, 1999; Ross, 2001; Standeven & De Knop, 1999).

**According to Mill (1990)** tourism is not an industry itself but it contributes to a range of other industries. Tourism is an activity engaged in by people who travel (p.17). For many countries tourism is the number one commodity in the international trade market. In 2001 the World Tourism Organization (WTO, 2002) reported that Europe is the leader in overall tourism receipts followed in second place by the Americas. The Travel Industry Association of America found travel expenditures in the United States were \$582.5 billion in the year 2000 (Miller et. al, 2001). Tourism is a phenomenon that warrants investigation due to its impacts economically and socially to a region or country. Certain

areas of tourism remain under investigated including the meetings, conventions, expositions and incentives (MICE) tourism.

MICE Tourism People have been gathering in the form of meetings since the beginning of time. Archaeologists have found primitive ruins that were used for specific gathering places by ancient tribes to discuss many topics including: hunting plans, war-time activities, crop harvesting, or the planning of community celebrations (Montgomery & Strick, 1995). Today, cities and more specifically hotels and resorts, have become a popular choice for meetings or conventions. Montgomery and Strick explain that the hospitality industry has recognized the importance of meetings, conventions and expositions to their financial well-being and has been soliciting corporations, associations and academic institutions as clients for many years now. A meeting is “a conference, workshop, seminar, or other event designed to bring people together for the purpose of exchanging information” (Montgomery & Strick, 1995). An exposition is “an event designed to bring together purveyors of products, equipment, and services in an environment in which they can demonstrate their products and services to a group of attendees at a convention or trade show”(Rutherford, 1990, p.44). When meetings are combined with expositions, the event is called a convention (Montgomery & Strick, p.13).

Most often, conferences and conventions are an important component of travel and tourism in a region (Grado et al., 1998). The convention industry used to be regarded as one of the most stable sectors of the tourism industry. However, since the terrorist attacks of September 11th, 2001, the MICE tourism has been severely impacted. Americans changed their travel habits by staying closer to home, traveling by car and spending less

time away from home. Travel with family, attending reunions, nature, heritage and cultural tourism were all the focus of tourists in the aftermath of these events (Goodspeed, 2002). Many cities in the United States and abroad reported a sharp decline in convention business. Many hotels experienced layoffs and closures as well as route changes in the airlines. Many scheduled conferences and conventions were cancelled or postponed all together (Goodspeed, 2002; Pateman, 2001) In a recent poll by Meeting Professionals International, as of September 2003, meeting professionals are moderately confident that the economy will recover.

The Meetings, Incentives, Conventions and Exhibitions (MICE) sector of tourism is rapidly growing around the world. Once referred to as CEMI by Fenich (1998), the convention, exposition and meetings industry is ever changing. Many benefits from MICE tourism can be recognized, including among others its contribution to: employment and income in a region, the generation of investment in tourism/recreation infrastructure, the support of the formation of relationships between firms, the upholding of national interest and international cooperation, the allowance for training and educational opportunities, the facilitation of the exchange of new ideas and technology, the establishment of valuable scientific, business, professional and social contacts, and the promotion of a country or region as a tourist destination for vacation travel (Dwyer & Forsyth, 1997). The meetings market can be separated into two categories: association meetings and corporate meetings. These two types of meetings have subsets that may be grouped as follows: trade shows, reunions organized for social purposes, regional meetings, and special events, which are typically public gatherings with an entertainment focus (Abbey & Link, 1994).

The MICE industry makes up a significant portion of the tourism industry around the world. MICE functions increasingly include additional activities or “add on” events to encourage attendance which often leads to repeat visitation to the destination and a longer stay (Swarbrooke & Horner, 2001). Pre and post convention tourism have also been proven to disperse economic impacts more widely through the host community (Dwyer, 2003). Golf tends to be included in a number of different MICE functions to give the attendees the opportunity to network outside of the meeting room and incur some physiological benefits as well (Dobrian, 2002; Woo, 2002). Research has indicated that economic, environmental, health and socio-cultural benefits can be derived from participating in sports and particularly golf.

Therefore, if these benefits can be accrued through participation in golf, meeting planners, if able to negotiate any challenges they may have, should include golf or some type of sport in their programs. This study sought to make a case as to why golf specifically should be included and what perceptions the meeting planner held of the benefits and challenges to including golf in their MICE functions.

## CHAPTER - 3

### OBJECTIVES OF THE STUDY

The objective decides where we want to go, what we want to achieve and what is our goal or destination.

1. To find the current potential of MICE at Delhi, NCR.
2. To find the ways in which we can promote MICE tourism at Delhi.
3. To promote MICE as cooperate incentive to the employees of the company in Asia & Gulf countries MNC's & big business Houses.

# CHAPTER - 4

## RESEARCH METHODOLOGY

Research methodology makes the most important contribution towards the enrichment of study. In a research there are numerous methods and procedures to be applied but it is the nature of the problem under investigation that determines the adoption of a particular method for all studies. Methods selected should always be appropriate to the problem under investigation. This chapter discusses the research design, data collection method, sampling design, data design and data analysis.

### **METHODOLOGY ADOPTED:**

This research was aimed at studying, MICE Tourism at Delhi, NCR.

### **RESEARCH DESIGN:**

The first step in developing any sample design is to clearly define the set of objects, as my study is exploratory, the sampling design includes three decisions i.e. sampling unit, Sample size & Sampling procedure.

### **METHOD USE TO CLASSIFY DATA:**

The data was collected using both by primary data collection methods as well as secondary sources.

### **DATA COLLECTION APPROACH**

The base on which a study rests is the information that is embedded in it. The data for this study was obtained as a blend of both Secondary and Primary sources.

**PRIMARY DATA:** Most of the information was gathered through primary source. The methods that were collected primary data are:

- Questionnaire (Questionnaire prepared for conducting study was attached in the final Project Report)
- Structured Interview

**Secondary Data:** The secondary data was collected through:

- Internet
- Official Reports on related matters.
- Books and Journals on MICE Tourism.

**SAMPLING UNIT:** Sampling frame is the representation of the elements of the target population. Sampling unit of our study is 50 employees under MICE tourism at Delhi, NCR.

**CONVENIENT SAMPLING:** it is that type of sampling where the researcher selects the sample according to his or her convenience.

**DATA ANALYSIS & INTERPRETATION** – Classification & tabulation transforms the raw data collected through questionnaire in to useful information by organizing and compiling the bits of data contained in each questionnaire i.e., observation and responses are converted in to understandable and orderly statistics are used to organize and analyze the data.

- ◆ Simple tabulation of data using tally marks.
- ◆ Calculating the percentage of the responses.
- ◆ Formula used = (no. of responses / total responses) \* 100

Graphical analysis by means of pie charts bar graphs etc.

## CHAPTER - 5

### DATA ANALYSIS & INTERPRETATION

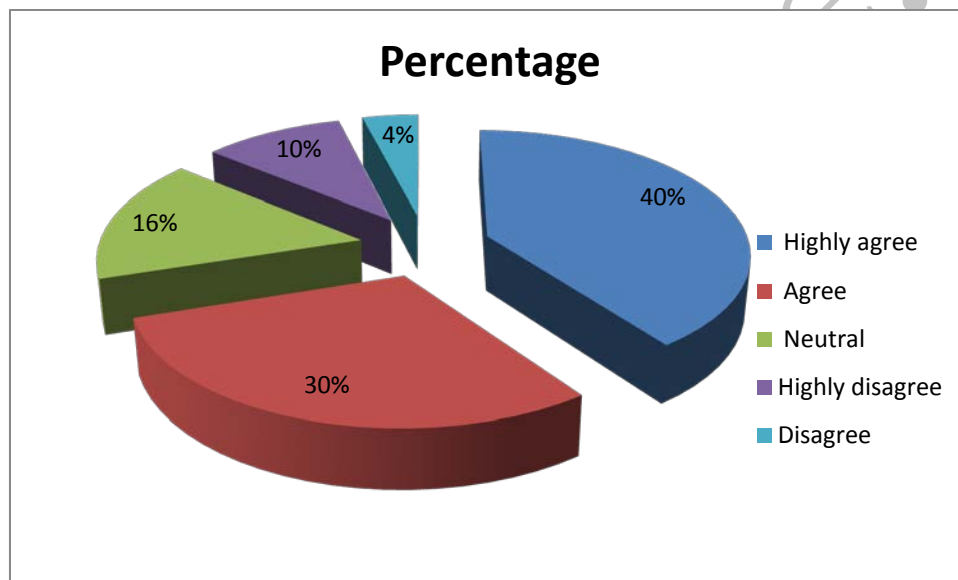
A detailed analysis of the study is necessary and is to be considered in order to compare the actual theory with that practical the variants of which may form the basis for improvements. Keeping this point in view and to fulfill the evaluation variants of which may form the basis for objectives of the studies an attempt has been made to segment the various respondents on the basis of some aspects collected from them through questionnaire. There are depicted through tables and graphs.

The copy of questionnaire administered is enclosed and the sample size was 50 respondents are enclosed at the end of this project. All the calculations and numerical interpretations are for 100%



**Q1. The meetings, Incentives, conferences and Exhibition (MICE) industry are extensively and rapidly growing and are largely associated with travel for business purpose.**

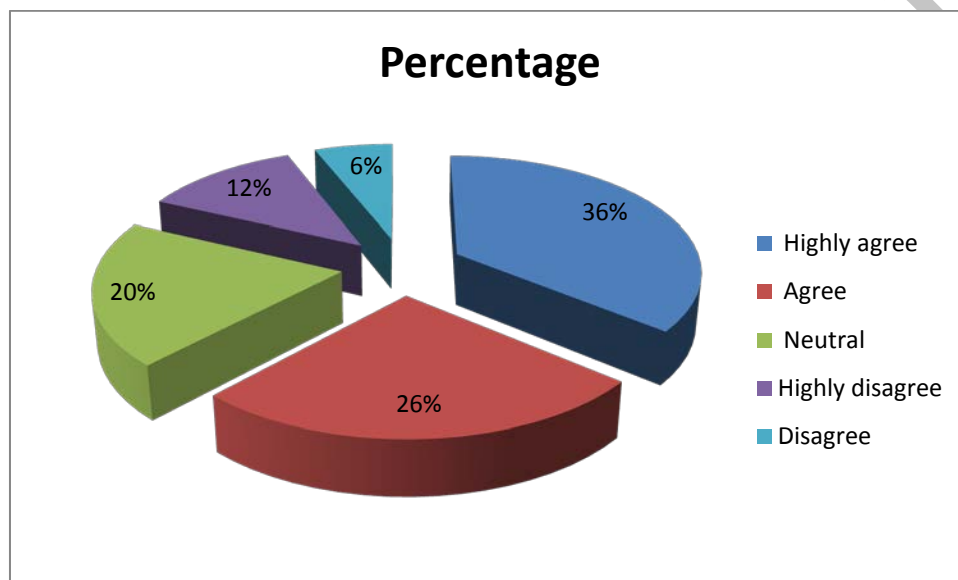
Criteria	Frequency	Percentage
Highly agree	20	40%
Agree	15	30%
Neutral	8	16%
Highly disagree	5	10%
Disagree	2	4%



**Analysis:** As per shown in above pie graph 40% of the respondents highly agree that meetings, Incentives, conferences and Exhibition (MICE) industry is extensively and rapidly growing and is largely associated with travel for business purpose, 30% of the respondents agree that meetings, Incentives, conferences and Exhibition (MICE) industry is extensively and rapidly growing and is largely associated with travel for business purpose, 16% of the respondents neutral with above statement and other 4% of the respondents disagree with that.

**Q2. Delhi is the best suited place for doing conferences available throughout Delhi , NCR.**

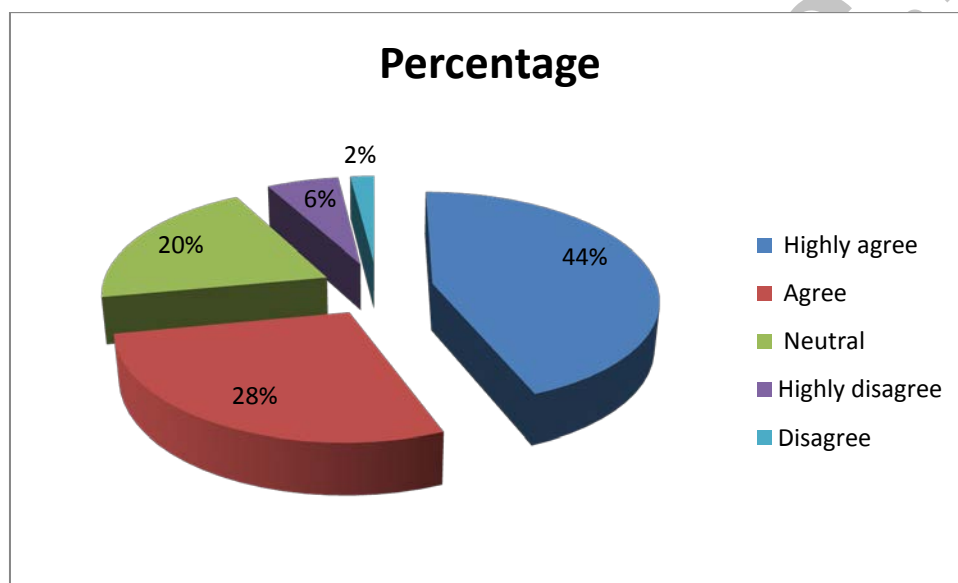
Criteria	Frequency	Percentage
Highly agree	18	36%
Agree	13	26%
Neutral	10	20%
Highly disagree	6	12%
Disagree	3	6%



**Analysis:** 36% of the respondents highly agree that Delhi is the best suited place for doing conferences available throughout Delhi, NCR, 26% of the respondents agree that Delhi is the best suited place for doing conferences available throughout Delhi, NCR, 20% of the respondents neutral with that and other 6% of the respondents disagree that Delhi is the best suited place for doing conferences available throughout Delhi, NCR

**Q3. Mice tourism usually consists of a well planned agenda centre around a particular theme, such as a hobby, a profession or an educational topic.**

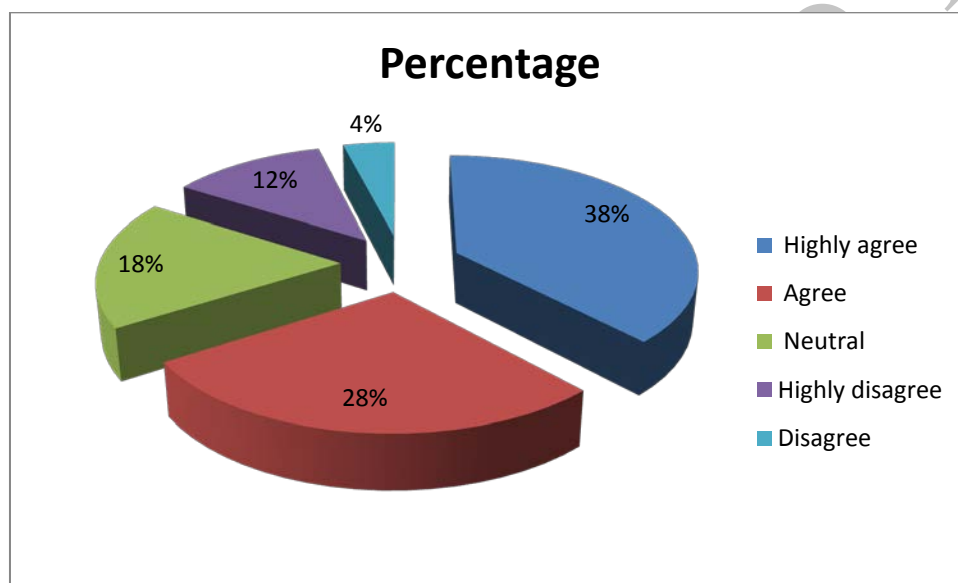
Criteria	Frequency	Percentage
Highly agree	22	44%
Agree	14	28%
Neutral	10	20%
Highly disagree	3	6%
Disagree	1	2%



**Analysis:** In above pie graph 44% of the respondents highly agree that Mice tourism usually consists of a well planned agenda centered around a particular theme, such as a hobby, a profession or an educational topic, 28% of the respondents agree that Mice tourism usually consists of a well planned agenda centered around a particular theme, such as a hobby, a profession or an educational topic, 20% of the respondents neutral with above statement and left 2% of the respondents disagree with that.

**Q4. Mice tourism is a specialized area with its own trade shows and practices for which Delhi is best suited.**

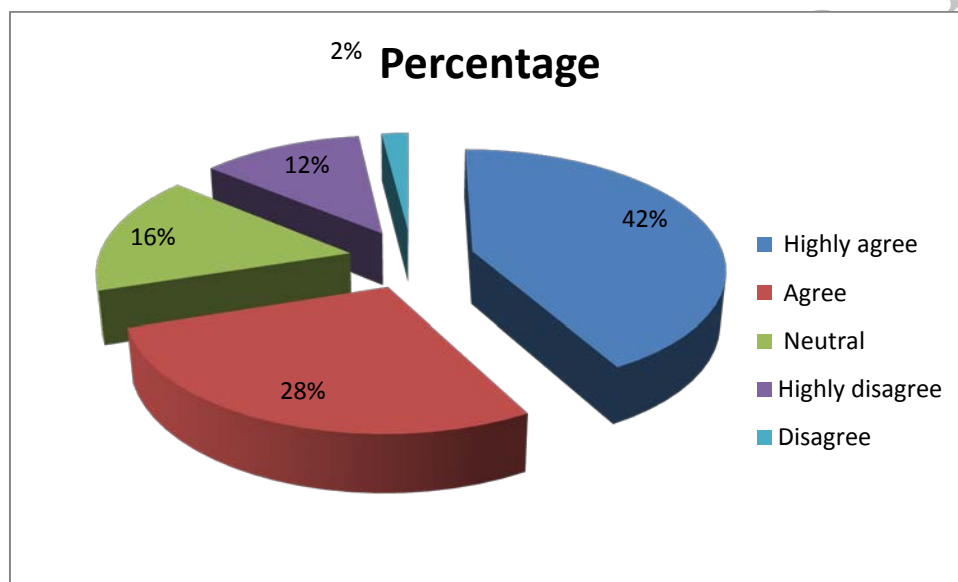
Criteria	Frequency	Percentage
Highly agree	19	38%
Agree	14	28%
Neutral	9	18%
Highly disagree	6	12%
Disagree	2	4%



**Analysis:** As per shown in above pie graph 38% of the respondents highly agree that Mice tourism is a specialized area with its own trade shows and practices for which Delhi is best suited, 28% of the respondents agree that Mice tourism is a specialized area with its own trade shows and practices for which Delhi is best suited, 18% of the respondents neutral that Mice tourism is a specialized area with its own trade shows and practices for which Delhi is best suited and other 4% of the respondents disagree with above statement.

**Q5. Most components of mice are well understood, perhaps with the exception of Incentives.**

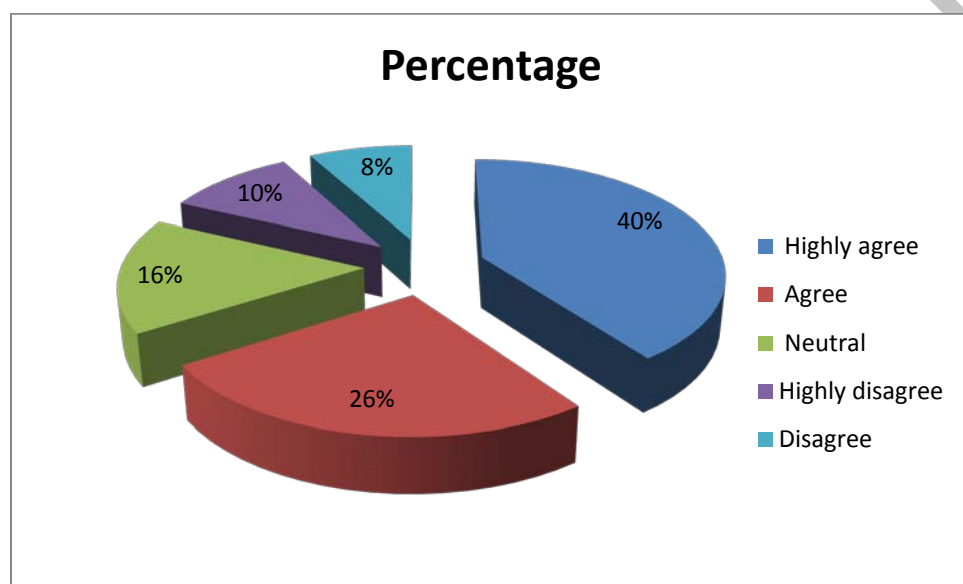
Criteria	Frequency	Percentage
Highly agree	21	42%
Agree	14	28%
Neutral	8	16%
Highly disagree	6	12%
Disagree	1	2%



**Analysis:** In above pie graph 42% of the respondents highly agree that Most components of mice are well understand, perhaps with the exception of Incentives, 28% of the respondents agree that Most components of mice are well understand, perhaps with the exception of Incentives, 16% of the respondents neutral with that and left 2% of the respondents disagree that Most components of mice are well understand, perhaps with the exception of Incentives.

**Q6. Delhi is best place for the mice tourism due to number of tourist attraction and bollywood industry.**

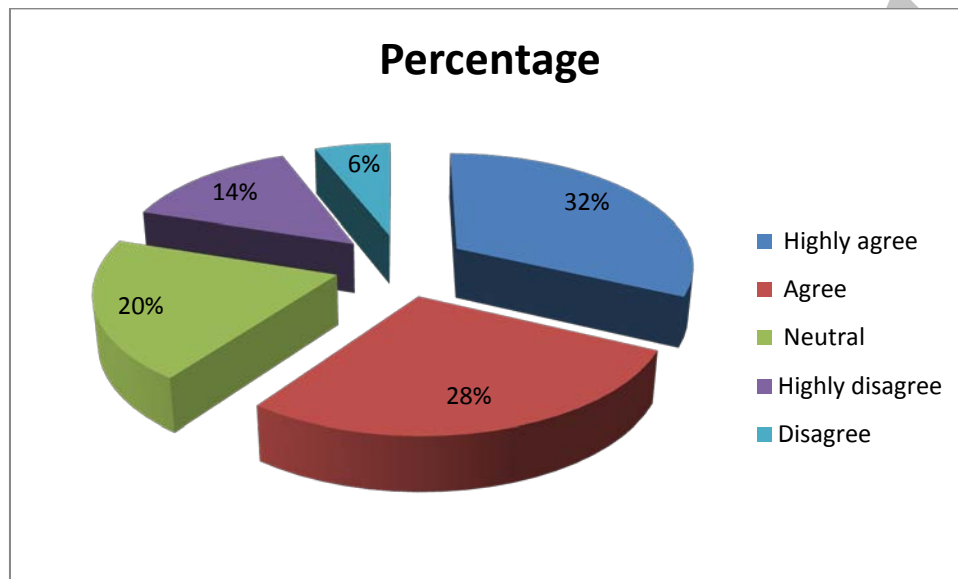
Criteria	Frequency	Percentage
Highly agree	20	40%
Agree	13	26%
Neutral	8	16%
Highly disagree	5	10%
Disagree	4	8%



**Analysis:** In above pie graph 40% of the respondents highly agree with Delhi is best place for the mice tourism due to number of tourist attraction, 26% of the respondents agree with Delhi is best place for the mice tourism due to number of tourist attraction, 16% of the respondents neutral that Delhi is best place for the mice tourism due to number of tourist attraction and 8% of the respondents disagree with that.

**Q7. The MICE industry has been more attractive for Delhi.**

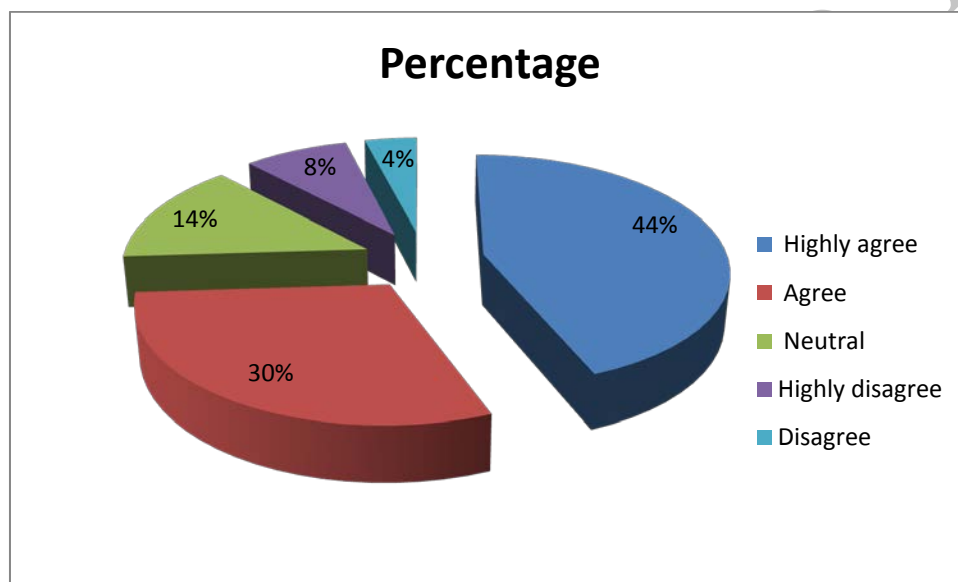
Criteria	Frequency	Percentage
Highly agree	16	32%
Agree	14	28%
Neutral	10	20%
Highly disagree	7	14%
Disagree	3	6%



**Analysis:** 32% of the respondents highly agree that MICE industry has been more attractive for Delhi, 28% of the respondents agree that MICE industry has been more attractive for Delhi, 20% of the respondents neutral that MICE industry has been more attractive for Delhi left 6% of the respondents disagree with above statement.

**Q8. Incentive travel has emerged as a popular means of rewarding the employee's and Delhi is best location for it.**

Criteria	Frequency	Percentage
Highly agree	22	44%
Agree	15	30%
Neutral	7	14%
Highly disagree	4	8%
Disagree	2	4%

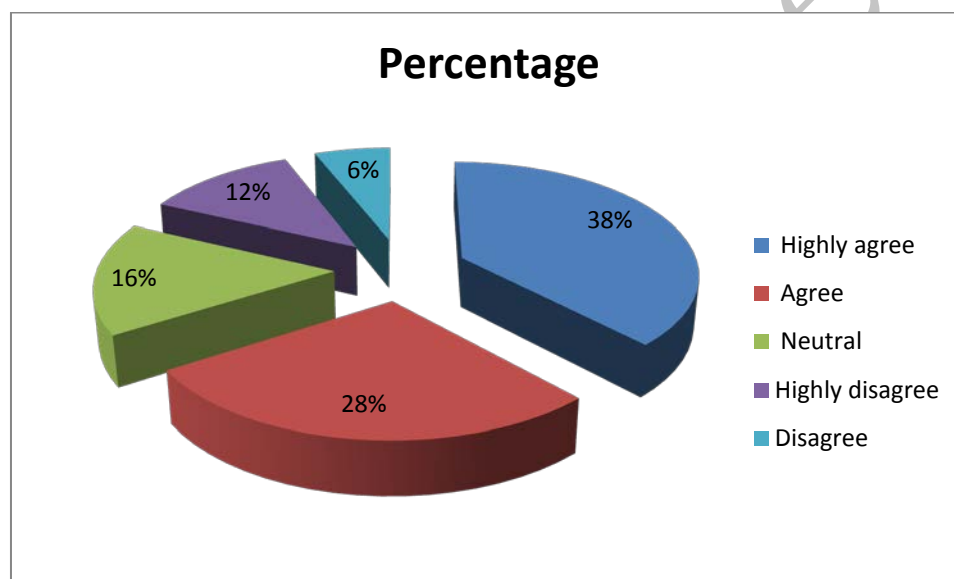


**Analysis:** 44% of the respondents highly agree with Incentive travel has emerged as a popular means of rewarding the employee's and Delhi is best location for it, 30% of the respondents agree with Incentive travel has emerged as a popular means of rewarding the employee's and Delhi is best location for it, 14% of the respondents neutral with above statement and left 4% of the respondents disagree with Incentive travel has emerged as a popular means of rewarding the employee's and Delhi is best location for it.



**Q9. Conferences or conventions are generally described as multi-day events attended by at least a hundred delegates for the purpose of exchanging business solutions.**

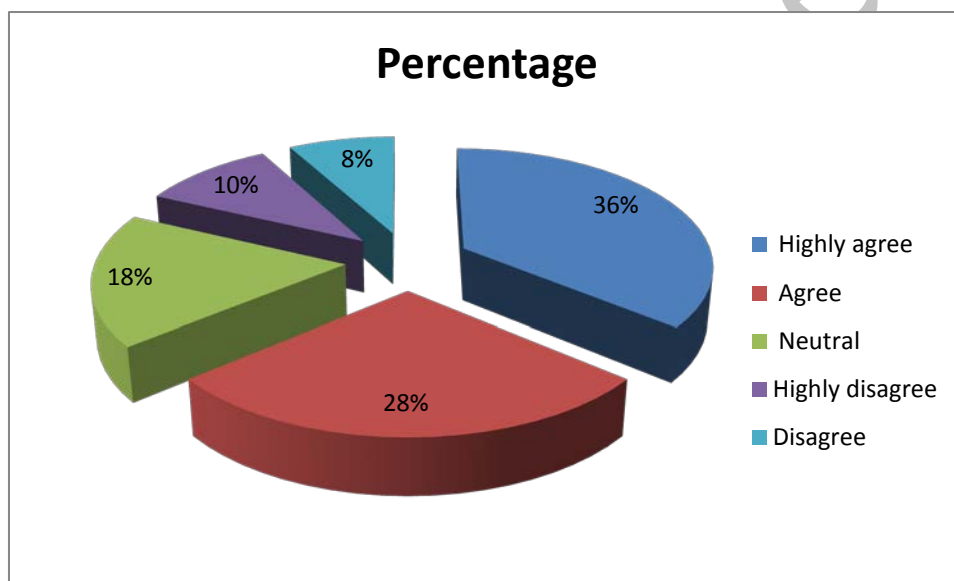
Criteria	Frequency	Percentage
Highly agree	19	38%
Agree	14	28%
Neutral	8	16%
Highly disagree	6	12%
Disagree	3	6%



**Analysis:** As per shown in above pie graph 38% of the respondents highly agree that Conferences or conventions are generally described as multi-day events attended by at least a hundred delegates for the purpose of exchanging business solutions, 28% of the respondents agree that Conferences or conventions are generally described as multi-day events attended by at least a hundred delegates for the purpose of exchanging business solutions and 16% of the respondents neutral with that.

**Q10. Exhibition involve the drawing together of corporate leaders and business minded people for the purpose of viewing products and services of different enterprises and business groups.**

Criteria	Frequency	Percentage
Highly agree	18	36%
Agree	14	28%
Neutral	9	18%
Highly disagree	5	10%
Disagree	4	8%



**Analysis:** 36% of the respondents highly agree that Exhibition involve the drawing together of corporate leaders and business minded people for the purpose of viewing products and services of different enterprises and business groups, 28% of the respondents agree that Exhibition involve the drawing together of corporate leaders and business minded people for the purpose of viewing products and services of different enterprises and business groups and left 18% of the respondents neutral with that.

## CHAPTER – 6

### FINDINGS OF THE STUDY

1. As per findings 40% of the respondents highly agree that meetings, Incentives, conferences and Exhibition (MICE) industry is extensively and rapidly growing and is largely associated with travel for business purpose, 30% of the respondents agree that meetings, Incentives, conferences and Exhibition (MICE) industry is extensively and rapidly growing and is largely associated with travel for business purpose.
2. 36% of the respondents highly agree that Delhi is the best suited place for doing conferences available throughout Delhi, 26% of the respondents agree that Delhi is the best suited place for doing conferences available throughout Delhi.
3. Most of the respondents highly agree that Mice tourism usually consists of a well planned agenda centered around a particular theme, such as a hobby, a profession or an educational topic, 28% of the respondents agree that Mice tourism usually consists of a well planned agenda centered around a particular theme, such as a hobby, a profession or an educational topic.
4. 38% of the respondents highly agree that Mice tourism is a specialized area with its own trade shows and practices for which Delhi is best suited, 28% of the respondents agree that Mice tourism is a specialized area with its own trade shows and practices for which Delhi is best suited, 18% of the respondents neutral that Mice tourism is a specialized area with its own trade shows and practices for which Delhi is best suited.
5. A Large number of the respondents highly agree that Most components of mice are well understand, perhaps with the exception of Incentives, 28% of the respondents

agree that Most components of mice are well understand, perhaps with the exception of Incentives.

6. 40% of the respondents highly agree with Delhi is best place for the mice tourism due to number of tourist attraction, 26% of the respondents agree with Delhi is best place for the mice tourism due to number of tourist attraction.
7. As per findings 32% of the respondents highly agree that MICE industry has been more attractive for Delhi, 28% of the respondents agree that MICE industry has been more attractive for Delhi, 20% of the respondents neutral that MICE industry has been more attractive for Delhi left 6% of the respondents disagree with above statement.
8. Most of the respondents highly agree with Incentive travel has emerged as a popular means of rewarding the employee's and Delhi is best location for it, 30% of the respondents agree with Incentive travel has emerged as a popular means of rewarding the employee's and Delhi is best location for it.
9. 38% of the respondents highly agree that Conferences or conventions are generally described as multi-day events attended by at least a hundred delegates for the purpose of exchanging business solutions, 28% of the respondents agree that Conferences or conventions are generally described as multi-day events attended by at least a hundred delegates for the purpose of exchanging business solutions.
10. A large number of the respondents highly agree that Exhibition involve the drawing together of corporate leaders and business minded people for the purpose of viewing products and services of different enterprises and business groups, 28% of the respondents agree that Exhibition involve the drawing together of corporate leaders and business minded people for the purpose of viewing products and services of different enterprises and business groups.

## CHAPTER – 7

### CONCLUSION AND LIMITATION

Delhi has very good potential of the Mice Tourism as most of the head offices of corporate is in Delhi, NCR. Delhi has the enough hotels to the cater the need of the corporate in Delhi, NCR. To further increase the mice tourism extensive marketing is required by the hotel industry in Delhi, NCR. (Noida, Gurgaon and Faridabad).

The study indicates that there is a huge potential in the country for conventions business to take off in the coming future. A booming economy and a resurgent tourism sector augur well for the future of convention tourism in this country. However, there are substantial challenges faced by the Ministries and various stakeholders in terms of infrastructure development and policy reforms. Recent initiatives from the Finance Ministry to propose the Viability Gap funding is an acknowledgement of the fact that investment is required in this sector and this has been lauded as a positive step, which can contribute to the growth of conventions in the country. It is heartening to see that similar measures are taken up by other key ministries Ministry of External Affairs to issue Multiple Entry Business Visas as well as the Ministry of Tourism proposing the setting up Bed & Breakfast (B & B) centers in the national capital. Such forward-looking initiatives, along with a proactive market focused ICPB and effective Public Private Partnerships can work together to make Delhi a global conventions destination.

### **Limitations of the Study:**

No study is complete in itself, however good it may be and every study has some limitations. Some of the limitations which I may face in this study are as follows:

- The study will be restricted to the customer satisfaction only.
- The size of the research may not be substantial and it is limited to a specific area.
- There may be lack of time on the part of respondents.
- Information provided by respondents may be biased.
- Study is restricted to only single area and therefore it may not represent the overall view of each field.
- It is very much possible that some of the respondents may give the incorrect information.

# ANNEXURE

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Project

## QUESTIONNAIRE

Dear Sir/Madam

I am the student of MTM doing a project titled “**ANALYTICAL STUDY OF MICE TOURISM AT DELHI, NCR**”. Please co-operate to fill this questionnaire.

**Name** : .....

**Age** : .....

**Address** : .....

**Gender** : .....

**Contact No.** : .....

**Q1. The meetings, Incentives, conferences and Exhibition (MICE) industry are extensively and rapidly growing and are largely associated with travel for business purpose.**

- ☐ Highly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Highly Disagree

**Q2. Delhi is the best suited place for doing conferences available throughout Delhi , NCR.**

- ☐ Highly Agree
- ☐ Agree
- ☐ Neutral

- Disagree
- Highly Disagree

**Q3. Mice tourism usually consists of a well planned agenda centre around a particular theme, such as a hobby, a profession or an educational topic.**

- Highly Agree
- Agree
- Neutral
- Disagree
- Highly Disagree

**Q4. Mice tourism is a specialized area with its own trade shows and practices for which Delhi is best suited.**

- Highly Agree
- Agree
- Neutral
- Disagree
- Highly Disagree

**Q5. Most components of mice are well understood, perhaps with the exception of Incentives.**

- Highly Agree
- Agree
- Neutral

- Disagree
- Highly Disagree

**Q6. Delhi is best place for the mice tourism due to number of tourist attraction and bollywood industry.**

- Highly Agree
- Agree
- Neutral
- Disagree
- Highly Disagree

**Q7. The MICE industry has been more attractive for Delhi.**

- Highly Agree
- Agree
- Neutral
- Disagree
- Highly Disagree

**Q8. Incentive travel has emerged as a popular means of rewarding the employee's and Delhi is best location for it.**

- Highly Agree
- Agree
- Neutral
- Disagree

- Highly Disagree

**Q9. Conferences or conventions are generally described as multi-day events attended by at least a hundred delegates for the purpose of exchanging business solutions.**

- Highly Agree
- Agree
- Neutral
- Disagree
- Highly Disagree

**Q10. Exhibition involve the drawing together of corporate leaders and business minded people for the purpose of viewing products and services of different enterprises and business groups.**

- Highly Agree
- Agree
- Neutral
- Disagree
- Highly Disagree