

Synopsis

DIPLOMA IN

TOURISM

1. TITLE OF THE PROJECT

“ANALYTICAL STUDY OF MICE TOURISM AT DELHI, NCR”

2. INTRODUCTION TO THE STUDY

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.

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.

3. RATIONALE FOR THE STUDY

This study will analyse MICE tourism at Delhi, NCR. Many Travellers attending MICE activities have a purpose beyond leisure tourism, and are in fact business travellers. These business travelers are connected to different sectors of the tourism and hospitality industry through their MICE Activities. **MICE tourism** usually includes a well-planned agenda centered on a theme or topic, such as profession trade organization, a special interest group or an education topic. Such tourism is often a specialized area with its own exhibition

4. OBJECTIVES OF THE STUDY

Objectives:

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.

5. 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 will be 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 YOU WILL USE TO CLASSIFY DATA:

The data will be 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 will be obtained as a blend of both Secondary and Primary sources.

PRIMARY DATA: Most of the information will be gathered through primary source.

The methods that will be collected primary data are:

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

Secondary Data: The secondary data will be 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.

6. EXPECTED CONTRIBUTION FROM STUDY

The study will help to know, how to increase the MICE Tourism at Delhi, NCR. .

Some of the benefits of MICE tourism include employment and income to a region as well as investment in tourism infrastructure. **MICE tourism** also contributes to relationships between attendees and the hosts of the region. Promotion of a destination for future visitation is frequently a result of hosting a meeting or convention. MICE tourism is a specialized area with its own trade shows (IMEX) and practices. MICE events are normally bid on by specialized “convention” bureaus located 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 actual event, often several years. MICE tourism is known for its flawless planning and demanding clientele.

7. 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.

8. CHAPTERISATION

Detailed/final project report will include the following chapters:

1. Introduction of the study
2. Company overview
3. Objective and scope of study
4. Review of Literature
5. Research Methodology
6. Data analysis and interpretation
7. Findings and suggestion
8. Conclusion
9. Limitation of the study
10. References
11. Appendix

9. REFERENCES

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Project

10. 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.

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 centred 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 specialised 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 understand, 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

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