

Indian Hotel industry's competitive advantage over other countries in Meetings, Incentives, Conventions and Exhibitions (MICE)

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Abstract : MICE can be abstracted as Meetings, Incentives, Conventions, Exhibitions, contributing a major share of revenue for the global & Indian tourism sector. Meeting, Incentives, Conventions, Exhibitions (MICE) sector supports in a large scale economic impact for a country's economy or a particular destination. MICE sector in India is growing rapidly in the current generation due to the increase in number of social and corporate meetings creating enormous revenue to the hotel & the economy. Comparing to other countries, MICE sector in India generates larger profit from fewer cost factors for private or public sectors. This study provides a summary that India has pinned itself as a popular MICE destination on world map through its cost-effective, service oriented and cultural based country.

Keywords: Meetings, Conferences, Incentives, Exhibitions, Travel & tourism, India, Culture.

I. INTRODUCTION :

Travel and tourism is one of the largest economic sectors which are a major GDP contributor for the particular country. Income is generated through both domestic and international travellers. Travellers can be classified based on the purpose of stay & their stay period. In addition to person travelling for vacation, a major part of travellers are people who travel for business, students travelling aboard, religious tourism or pilgrim traveller, medical tourism & others [1]. The travel and tourism sector contributes on a large scale to the world economy and also provides a grabbing opportunity for developing countries [2].

The travel and tourism is a major source of employment for more than 100 million people across the globe. The travel and tourism industry's revenue is almost 7 percentage of the global capital expenditure which is 2,000 Billion US dollars approximately. Based on the origin & destination of the travellers, tourists are categorized broadly under three basic category; domestic tourism (residents travelling within the country), inbound tourism (non-residents travelling within the country) & outbound tourism (residents travelling in another country) [3].

II. TRAVEL & TOURISM IN INDIA :

Tourism is one of the major sectors in India with a contribution of 6.23% to GDP and 8.78% employment. Travel and tourism industry is generating a large number of employments with a huge economic and social development in India. Tourism sector has almost generated 25 million jobs with 5 million foreign tourist arrivals and 562 million domestic tourists. It is forecasted, that the sector will generate providing 31 million jobs in 2023. In India, both central and state governments are taking efforts for developing tourism industry for global markets by implementing right strategies [4].

Table:1- Inbound Tourism: Foreign Tourist Arrivals (FTAs), Arrivals of Non-Residents Indians (NRIs) and International Tourist Arrivals (ITAs) 2001-2018

Year	FTAs in India (in million)	Percentage (%) change over previous year	NRIs arrivals in India (in million)	Percentage (%) change over the previous year	International Tourist Arrivals in India (in million)	Percentage (%) change over the previous year
2001	2.54	-4.20	-	-	-	-
2002	2.38	-6.00	-	-	-	-
2003	2.73	14.30	-	-	-	-
2004	3.46	26.80	-	-	-	-
2005	3.92	13.30	-	-	-	-
2006	4.45	13.50	-	-	-	-
2007	5.08	14.30	-	-	-	-
2008	5.28	4.00	-	-	-	-
2009	5.17	-2.20	-	-	-	-
2010	5.78	11.80	-	-	-	-
2011	6.31	9.20	-	-	-	-
2012	6.58	4.30	-	-	-	-
2013	6.97	5.90	-	-	-	-
2014	7.68	10.20	5.43	-	13.11	-
2015	8.03	4.50	5.74	5.70	13.76	5.00
2016	8.80	9.70	6.22	8.50	15.03	9.20

2017	10.04	14.00	6.77	8.80	16.81	11.80
2018	10.56	5.20	6.87	1.40	17.42	3.70

Source: (i) <http://tourism.gov.in/> - Tourism of Bureau of Immigration, Govt. of India

Table: 2 Number of Domestic Tourist Visits to all States/UTs in India, 2000-2018

Year	No. of Domestic Tourist Visits (in million) to States/UTs	Percentage (%) change over the previous year
2000	220.11	15.40
2001	236.47	7.40
2002	269.60	14.00
2003	309.04	14.60
2004	366.27	18.50
2005	392.04	7.00
2006	462.44	18.00
2007	526.70	13.90
2008	563.03	6.90
2009	668.80	18.80
2010	747.70	11.80
2011	864.53	15.60
2012	1045.05	20.90
2013	1142.53	9.30
2014	1282.80	12.30
2015	1431.97	11.60
2016	1615.39	12.80
2017	1657.55	2.60
2018	1854.93	11.90

Source: <http://tourism.gov.in/> - State/ Union Territory Tourism Departments

III. WHAT IS MICE?

MICE which has an abbreviation of Meetings, Incentives, Conferences and Exhibitions is a sector which includes events of conferences, trade shows or expo, large discussion, exhibitions, incentive travels, workshops, press conferences, symposiums, forums, panels, lectures, residential wedding and academic conferences or seminar. MICE – a service sector which includes commerce, movement, fund and travel plays a vital role in the Europe and America for centuries. MICE has three advantages over other sectors such as utilization of manpower, technology and investments. Travellers showing up for any of MICE activities will not only be restricted to business spending but also for leisure movement [5].

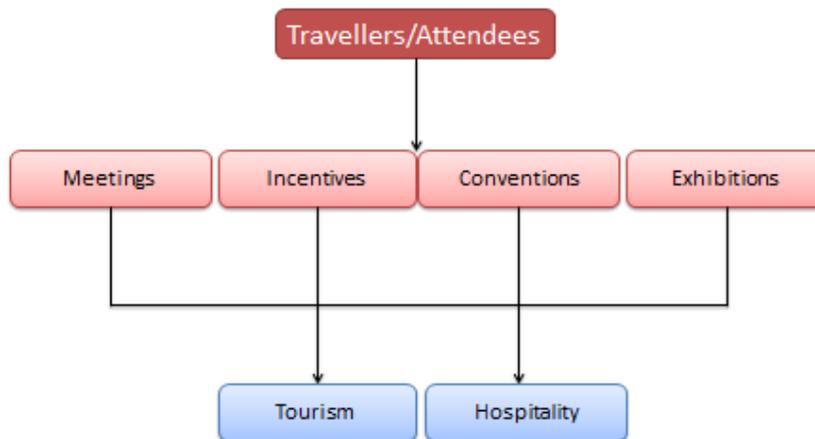


Figure 1: Character of MICE

In the current generation, MICE (Meetings, Incentives, Conventions, Exhibitions) segments are the fastest and affordable ways to generate imperative revenue for the tourism sector for a particular city or country. Countries in Europe and The US generate larger revenue based on the MICE market. Authors in Europe have also stated a term “Business tourism” or “Business events”. However in a discussion of business tourism in India, MICE is a key and best term to describe as meetings, incentives, conferences and exhibitions. Leisure tourism and general tourism are not a part of MICE tourism [6]. Around the world, over 90% of enterprises, corporations, organization and association conduct

events, meetings, conferences, conventions, exhibitions, trade shows or expo, large discussion, incentive travels, workshops, symposiums, forums, panels, lectures and academic conferences or seminar every years around the world. This contributes positively for a huge number of economies around the globe and also improves to achieve a development in travel and tourism sector. This also creates a competition among the destination which also attracts the host to choose a particular destination for the event [7].



Figure: 2 MICE flow chart

IV. OBJECTIVE OF MICE:

MICE is an organized process of a particular meetings which involves product launch, corporate cocktail functions, celebrations or wedding, entertainment, and when 40% of the attendees are from foreign countries which then the event is either an international conference or international convention [8]. However the objective of MICE is below;

- **Meetings:** Meetings are a term used for a small gathering or large gathering for an organization and the motive is to deliver or communicate, inform a data, exchange or trains them in a particular area or field. Most of the meetings are Board meetings, Management meetings, Shareholder meetings, Training Seminars, Product Launch or Strategic planning.
- **Incentives:** Incentive travel is used by the organization or corporate to recognize or motivate the employee for the service or achievement to the particular organization.
- **Conventions:** Conventions range more than hundreds of people gathering for a political or religious purpose, or any large event by a particular organization.
- **Exhibitions:** Exhibitions are a large number of gatherings by a particular sponsor to improve a particular area of field by promoting the key people and their individual business.

Table: 3 Worldwide ranking – Number of MICE per country

Worldwide ranking: number of meetings per country		
Rank	COUNTRY	# MEETINGS
1	U.S.A.	947
2	Germany	642
3	Spain	595
4	France	579
5	United Kingdom	574
6	Italy	522
7	Japan	492
8	China-P.R.	449
9	Netherlands	355
10	Canada	315

Source: ICCA world organization statistics report 2018

V. MICE IN INDIA:

India is one of the largest countries with huge population which is a culture oriented and an affordable cost efficient destination. India has also increased the number of tourist hubs and conventions or meetings size for all the past years. Government of India has also organised a convention promotion Bureau to develop MICE tourism in the country. MICE industry includes representatives from state or central government, airlines, tour operators, travel agents, professional conferences, hotels, event managers and universities. The Government of India aims to encourage India as a destination for MICE by creating awareness on the role and benefit of MICE. A growth of 15 to 29 percentage per year is been recorded in domestic travel conferences and road shows [9].

VI. HOTELS IN INDIA WHICH CAN FACILITATE MICE:

MICE in India is a major revenue generating segment including the star hotels & resorts like Shangri-La's - Eros Hotel - New Delhi, The Leela Palace – Bengaluru, Hyatt Regency – Chennai, Trident - Nariman Point – Mumbai, Holiday Inn Mumbai International Airport, The Leela Ambience Convention Hotel – Delhi, Crowne Plaza Today New Delhi Okhla, InterContinental Chennai Mahabalipuram Resort, Fortune Select Trinity – Bengaluru, JW Marriott Hotel - Bengaluru, Grand Hyatt Kochi Bolgatty and Lulu Bolgatty International Convention Centre, Hyatt Place Hyderabad Banjara Hills & more has hosted international and domestic MICE movements. India has been in 35th position for few years. Nevertheless, India can be a respectable, affordable and cost-effective MICE destination considering other destination. India can be considered as MICE destination due to the heritage property sites, culture and ethos of India which other countries may not be familiar with [10]. Listed are a few Star hotels and resorts which can facilitate MICE in different cities with specification by which India can be considered as a destination for MICE.

- ITC Grand Chola, Chennai is almost a popular MICE hotel which is located in centre of Chennai with only 5 miles from the Chennai International Airport and 1.4 miles from Chennai Trade Centre which also consist with 10 types of dining option and a Royal Spa with 12 treatment room. It also comprise a South Indian architecture style with four entrances names as 'Vallavan' (North), 'Sembian' (East), 'Killi' (South), and 'Chola' (West) like a temple. The hotel consists of a total 32,012 sq. ft. in total with 17 numbers of meeting rooms and 600 rooms in total inventory which makes the hotel. The different types of banquet and conference facilities are Rajendra which can be partition into 8 different venues with a capacity of 2000 people in Theatre style and Tanjore Boardroom. Rajendra (1-3) with a dimension of 37.5*21 (789 Sq.ft) which can accommodate 630 people in theatre, 162 people in U-Shape and 300 people in cluster style seating. Rajendra (4-6) with a dimension of 41.5*19 (759 Sq.ft) can accommodate 630 people in theatre, 150 people in U-Shape and 270 people in cluster style seating. Rajendra (7-8) with a dimension of 42*21.5 (917 Sq.ft) can accommodate 740 people in theatre, 175 people in U-Shape and 330 people in cluster style seating. Kaveri Boardroom which can accommodate 12 people with dimension 10.3*5.9, Tanjore (Hi-tech boardroom) which can accommodate 24 people with dimension 12.7*7.27 and Kalai Theatre which consist of 24 people seating with dimension of 18*13.
- The Taj West End Bangalore is spread across 20 acres of landscapes in the central Bangalore designed with coloured fabrics and water ponds. Taj West End is within the distance of 2.4km from the centre of the city and 33.8km from the Domestic and International Airport. Taj West End was built in 1887 which spreads across 20 acres of landscaped green, architecture are the tiled roof, distinctive gables, dormers, monkey-tops, trellis work and intricately carved fascias. The Taj West End is almost 128 years old with glorious existence. The Taj West End consist of 40,000 Sq.ft banquet venue and which can be partitioned in 12 meeting rooms The Taj Mahal Tower – Ballroom (5,000 Sq.ft) can accommodate 450 people in theatre, 75 people in U-shape and 200 people in Cluster style with an hall dimension of 30*17.
- The Leela Ambience Convention Hotel – Delhi is 21 miles from Gandhi International Airport with an exotic architecture and with an inventory of 455 premier rooms with balcony and 25 suites which also includes a pre-dinner cocktail at Club Cuba. The hotel also has a famous cafe Knosh – an all-day dining, Dilli 32 (Indian restaurant), Mei Kun - South East Asia speciality restaurant & Cherry Bar and Club Cuba - Luxury Lounge which makes the Palace more interesting for the travellers and attendees to visit. The Leela Ambience Convention Hotel consist of banquet venue such as Grand Sapphire (24,497 Sq.ft) with dimension of 374*65.6 can accommodate 3000 people in theatre, 300 people in U-shape and 1200 people in Cluster style, Jade (3,275 Sq.ft) with dimension of 50*65.5 can accommodate 200 people in theatre, 50 people in U-shape and 72 people in Cluster style, Ruby (3,013 Sq.ft) with dimension of 46*65.5 can accommodate 200 people in theatre, 50 people in U-shape and 72 people in Cluster style, Sapphire (6,616 Sq.ft) with dimension of 101*65.5 can accommodate 600 people in theatre, 80 people in U-shape and 192 people in Cluster style, Coral (4,875 Sq.ft) with dimension of 75*65.6 can accommodate 450 people in theatre, 60 people in U-shape and 130 people in Cluster style, Turquoise (4,454 Sq.ft) with dimension of 68*65.5 can accommodate 450 people in theatre, 60 people in U-shape and 130 people in Cluster style, Emerald (3,420 Sq.ft) with dimension of 76*45 can accommodate 250 people in theatre, 60 people in U-shape and 120 people in Cluster style. The hotel has also Meeting rooms or breakaway rooms for smaller gatherings. The outdoor lawn is almost 5,600 Sq.ft and with conventions tower.
- The LaLiT Mumbai is located near to the international airport and is an easy accessible for the key business location and spreads across 10 acres. The hotel considers 369 rooms with almost 50,000 Sq.ft of banquet venue (indoor and outdoor). The hotel consider famous restaurant such as 24/7, Baluchi and Trendz. The LaLiT Mumbai received the “loved by guest” award in 2016 by Hotels.com (Expedia), the “excellence performance” award in 2015 by Goibibo, the “2015 gold circle” and the “2016 gold circle” awards by AGODA. In 2018, The LaLiT Mumbai received the “best card-based loyalty program” award from the Customer Loyalty Awards [11]. The Hotel consist of banquet venue such as Lalit Plaza with a dimension of 90*90*14.5 which can accommodate 1000 people in theatre and 500 people in cluster, Majestic Ballroom which can accommodate 650 people in theatre and 300 people in cluster and 15 – seater Boardroom.

Conclusion:

MICE movement plays an important role in the tourism industry for years with a larger number of revenue generating with large banquet venue or convention centre with accommodation. However, this study is to witness that any organisation or committee planning for a MICE movement can utilize India, as the convention centres and hotels are more improvising in India to host an international meetings, conferences or exhibitions. This infrastructure helps the event planner or organisation or committee to finalise the destination which can facilitate the requirement. The developing infrastructure and economy of country replicates that, Indian destination can be impressive for the attendees or

travellers and affordable for organization or committee in any MICE movement across the country. MICE industry funds 0.12 percentage and 0.14 percentage for the employment for GDP across the country.

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