



FORMULATING PARAMETERS FOR SELECTION OF SITE FOR CONVENTION CENTRE IN INDIA

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Abstract: The efficiency of convention centers relies heavily on accessibility, market reach, infrastructure, visibility, capacity, and flexibility. Developing areas offer potential for convention centers if integrated into urban planning goals, while developed areas require stringent site selection criteria. Additionally, tourist destinations present unique opportunities for convention centers but require thorough market demand assessment.

Keywords – Convention Centre site context, functional efficiency, Architecture and its economic impact.

I.INTRODUCTION

1.1 What is convention centre and uses?

A convention centre is a building/space designed to hold a convention, where individuals and groups gather to promote and share common interests. A convention centre in most cases is designed for the purpose of conducting meetings, rallies or seminars. It may be adopted for specific events, such as appearances by well-known speakers or musicians. In some cases, meetings or events take place in centres or buildings not specifically designed for conventions but large enough to accommodate attendees. Convention centres receive guests from local, national and international markets. The various market segments that visit is dictated by the types of events that are hosted.

1.2 Growth due to convention Centre

- Convention tourism is acknowledged as one of the highest growth areas of the economy worldwide, with an estimated business potential of over 100 billion US dollar per year. Cities, states, and public authorities have invested huge in the race with competing cities to lure conventions and their attendees to new or expanded convention centers.
- The growth of convention centres is influenced by various factors such as economic trends, industry developments, urbanization, tourism, and government policies. Here are some key aspects contributing to the growth of convention centres.
- According to the International Association of Convention Centres, the global convention industry has been experiencing steady growth, with an increasing number of events and attendees each year.
- Factors Influencing Demand.
- Economic Growth.
- Industry Trends.
- Tourism and Destination Appeal.
- Government Policies and Incentives.
- Infrastructure Development.

1.3 Demand of convention centre in India.

- Demand for convention centres is driven by factors such as globalization, technological advancements, industry expansion, and the growing importance of face-to-face interactions in business and networking
- Tier one cities such as Delhi, Mumbai, Bangalore, Chennai, and Kolkata are major economic and cultural hubs with extensive infrastructure and amenities.
- These cities attract a wide range of national and international events, conferences, trade shows, and conventions due to their central location, connectivity, and established reputation as business and commercial centres.
- Convention centres in tier one cities often cater to large-scale events with significant attendance and require extensive facilities and services to accommodate diverse needs.

- Tier two cities such as Hyderabad, Pune, Nagpur, Ahmedabad, Jaipur, and Lucknow are emerging as important destinations for conventions and events in India.
- These cities offer a mix of affordability, accessibility, and growing economic opportunities, making them attractive options for hosting events, especially for regional and niche markets.
- Convention centres in tier two cities may cater to medium-sized events, industry-specific conferences, and regional gatherings, leveraging their unique characteristics and local advantages.
- Special Economic Zones (SEZs) and Industrial Hubs:
 - Some regions in India designated as Special Economic Zones (SEZs) or industrial hubs have seen a surge in demand for convention centres due to the concentration of businesses, industries, and economic activities.
 - Cities such as Gurgaon, Noida, Pune (Hinjewadi), Chennai (Mahindra World City), and Ahmedabad (GIFT City) host numerous conventions, exhibitions, and corporate events to support the thriving business ecosystem.
- Tourist destinations such as Goa, Jaipur, Udaipur, and Kochi also attract demand for convention centres, particularly for destination weddings, corporate retreats, and incentive trips.
- Convention centres in these locations offer a unique blend of business and leisure amenities, catering to both corporate and leisure travellers seeking memorable event experiences.
- Government Initiatives:
 - The Indian government's focus on promoting tourism, trade, and investment across different regions has led to increased demand for convention centres in various cities.
 - Government-backed initiatives such as the "Make in India" campaign, Smart Cities Mission, and Vibrant Gujarat Summit have further fulfilled the demand for convention facilities to host related events and activities.

II. SELECTION OF TIER 2 CITIES.

2.1 Tier II Cities: Rising Convention Destinations

- Cost-effectiveness, Availability and Accessibility, Growing Markets and Opportunities, Government Incentives, Infrastructure Development, Infrastructure Development.
- Tier 1 cities typically have a higher concentration of convention centres compared to tier 2 cities.
- while tier 1 cities dominate the convention centre landscape in terms of quantity and scale, tier 2 cities are also emerging as important destinations for conventions and events, offering unique advantages such as affordability, accessibility, and regional focus. As a result, both tier 1 and tier 2 cities play complementary roles in meeting the diverse needs of event organizers and attendees across different regions and industries.
- Tier II cities in India are witnessing rapid growth and urbanisation, presenting promising opportunities for development. These Tier II cities are experiencing significant economic and infrastructural advancements, attracting investments and fostering business growth. They offer a range of industries, educational institutions, and healthcare facilities, catering to the needs of their growing populations.

2.2 Cities in Tier 2

- There is total twenty cities in tier 2 cities. Those cities are Amritsar, Bhopal, Bhubaneshwar, Chandigarh, Faridabad, Ghaziabad, Jamshedpur, Jaipur, Kochi, Lucknow, Kanpur, Patna, Raipur, Surat, Visakhapatnam, Agra, Ajmer, Kanpur, Mysuru, Srinagar.
- The population of tier 2 cities are 50 thousand to 1 lakh.

III. AIM –

To Study the Site Selection Criteria for convention Centre and study its impacts in city development.

IV. OBJECTIVE -

- To find out developing cities suitable for convention Centre.
- To study location of existing convention centre & its impact on city growth.
- To assess required the parameters for site selection prefer in Indian cities.
- To evaluates the effectiveness of convention centre for attracting tourist.
- To analyse the proposed location impact on Cities growth.

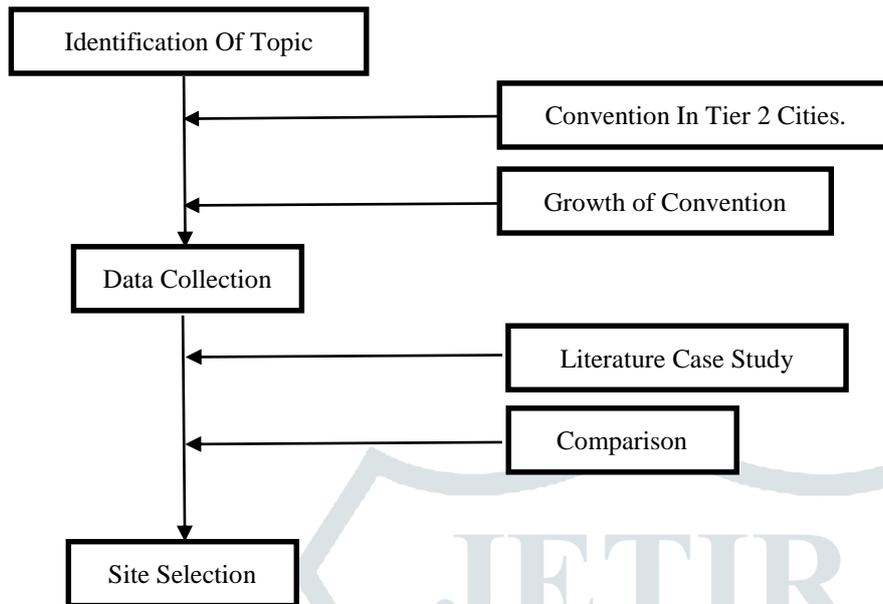
V. SCOPE -

To Comprehend the aspects Such as architecture, Social Impact, Economical and City growth, Etc.

VI. LIMITATION –

considering the requirement of convention Centre in emerging developing tier 2 cities. As tier 2 cities are emerging as important destination for convention Centre.

VII. METHODOLOGY –



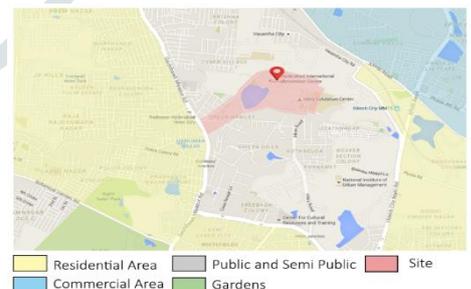
Conclusion –

- Connectivity - a. Aerial Connectivity.
 B. Road Connectivity.
 C. Train Connectivity.
1. Site Surrounding- a. Developed Area.
 B. Developing Area.
 2. Scope of area – Developing area
 Developed Area
 Tourist destination

VIII. LITERATURE CASE STUDY REVIEW -

8.1 Hyderabad International Convention Centre –

- The convention centre is centrally located within the city, offering excellent connectivity and surrounded by public and semi-public areas.
- It benefits from accessibility via air, road, and train networks within a 27 km radius.
- The city has an airport providing air connectivity.
- The site is adjacent to the Hitex Exhibition Centre.
- Surrounding the site are numerous software companies, contributing to a substantial user group for the convention centre.
- The presence of the Novotel Hotel within the site offers a crucial amenity for the convention centre, meeting essential requirements that influence convention centre effectiveness.
- According to the MICE ratio, the Hyderabad International Convention Centre (HICC) hosts approximately 800 conferences annually, both national and international.
- Hyderabad, with its rich historical and cultural heritage, is a vibrant tourist destination that attracts visitors from far and wide.
- The site is ideally positioned for a convention centre, boasting numerous amenities and convenient connectivity, along with a significant number of user groups in the surrounding area.
- The site's well-planned architecture and aesthetic appeal facilitate the smooth organization of conventions.



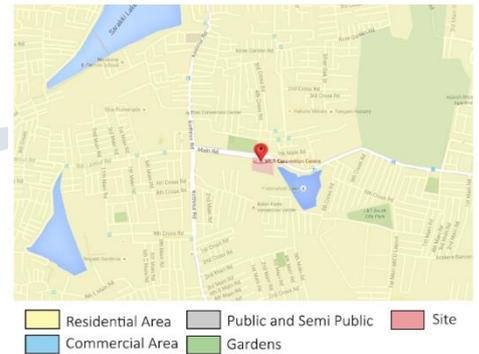
8.2 Lavasa Convention Centre -

- The convention centre, situated on the banks of Warangalone Lake in Lavasa city, offers a beautiful view.
- It is easily accessible via road networks.
- Train and air accessibility are available in Pune city, located 57.6 kilometres from Lavasa city. However, air accessibility is not available within Lavasa city.
- Lavasa city is designed to accommodate 300,000 people.
- However, due to its inefficient connectivity, lack of city trade, and a smaller number of user groups in the surrounding area, it negatively impacts conventions and hinders the growth of the convention centre.
- Despite the city's natural beauty, the inconvenience caused by its infrastructure shortcomings contributes to the convention centre's failure.



8.3 Mlr convention Centre, Bangalore. –

- The location of convention centre is Brigade Millennium, Bangalore. And is surrounded by majorly residential area.
- It benefits from accessibility via air, road, and train networks within an 18 km radius.
- The site is surrounded by the lake which enhance the view
- The Bangalore is known for the IT hub thus it provides a large number of user group for MICE.
- The site offers the well connectivity to the convention centre and it leads to the effectiveness of conventions.
- Bangalore is adorned with numerous historical landmarks rich in culture. Its rapid modernization and urbanization attract tourists and make it an efficient workstation for various user groups, thereby contributing to the growth of conventions.



IX. Conclusion

9.1 Parameters For site selection of convention Centre are as follow -

| Case studies | Hyderabad convention Centre | Lavasa convention Centre | Mlr convention Centre | conclusion |
|-----------------------|--|---|---|--|
| Accessibility By road | 2.1kms | 800 m | 11.6 kms | The efficiency of a convention center's location is maximized when it is situated within walking distance. |
| By rail | 17.4 kms | 58 kms (at Pune) | 12.0 kms | The efficiency of a convention center's location is further enhanced when it is situated in a city with accessible railway. |
| By air | 36. 5 kms | 72 kms (at Pune) | 15.9 kms | The efficiency of a convention center's location is further enhanced when it is situated in a city with accessible railway and airport facilities. |
| Site surrounding | It is strategically situated amidst Tech Parks and IT Campuses, HITEC City, Biotech Companies and Institutions, Recreational Spaces, Residential Developments. | It is situated amidst Scenic Views and Green Spaces, Restaurants and Dining Options, Recreational Facilities, Shopping and Entertainment. | Mlr is situated strategically IT parks, tech companies, corporate offices, residential developments, and recreational spaces, | Location amidst a diverse ecosystem, our venue not only boasts captivating natural beauty but also serves as a hub for collaboration and networking across various industries and fields. This unique setting offers ample opportunities for enhancing the efficiency of our convention center |

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|-----------|--|--|---|---|
| Functions | State-of-the-Art Facilities, Event Spaces, Audio-Visual Equipment, Catering Services, Parking Facilities, Accommodation, Event Planning and Support Services | Audiovisual Equipment, Catering Services, Event Planning and Management, Exhibition Spaces, Technology Support, Accessibility Features | Audiovisual Equipment, Catering Services, Event Planning and Management, Exhibition Spaces, Technology Support. | Convention centers serve as versatile venues for a wide range of events and functions. basic necessities and functions ensure that convention centers can cater to a diverse range of events. |
|-----------|--|--|---|---|

- **Accessibility:** The location of the convention centre should be easily accessible to attendees, exhibitors, and staff. Proximity to major transportation hubs such as airports, train stations, and highways ensures convenience and encourages higher attendance.
- **Market Reach:** A strategically located convention centre can attract participants from a wider geographical area, maximizing the event's reach and impact. Accessibility via road, rail, and air connections facilitates the participation of both local and out-of-town attendees.
- **Infrastructure and Amenities:** The site should offer adequate infrastructure and amenities to support the smooth conduct of events. This includes ample parking space, modern facilities, robust internet connectivity, catering services, and accommodation options for attendees.
- **Visibility and Branding:** The visibility of the convention centre from major thoroughfares and landmarks enhances its brand presence and promotes event awareness. A prominent location contributes to the centre's marketability and attracts more event bookings and sponsorships.
- **Capacity and Flexibility:** The chosen site should have sufficient capacity to accommodate events of various sizes and formats. Flexible spaces, configurable layouts, and scalable facilities allow for customization based on event requirements, ensuring optimal utilization of space.

9.2 Scope of Site for Convention Centre -

- **Developing Area –** When considering a developing area as a potential site for a convention centre several factors come into play within the scope of site assessment and development that are-

Zoning and Land Use- Consider various zoning and land use factors, including accessibility, visibility, size, shape, topography, proximity to amenities, and potential for expansion. These elements play a crucial role in determining the suitability of the site for hosting a convention centre.

Urban Planning Integration- Ensure that the convention centre aligns with broader urban planning goals and development initiatives in the area. Assess how the convention centre can contribute to economic growth, job creation, and community revitalization. By integrating the convention centre into the urban fabric, we can maximize its positive impact on the surrounding area.

- **Developed Area –** while considering developed the site should be present near the public and semi-public area

Market Demand Analysis: Conduct a thorough analysis of the current market demand for convention facilities within the developed area. Scrutinize historical data on past conventions and events, alongside trends in the local and regional economy. This analysis will guide us in determining the optimal site based on market needs and preferences.

Site Selection Criteria: Define stringent criteria for selecting the site within the developed area. Consider factors such as proximity to hotels, restaurants, entertainment venues, and public amenities. Evaluate the visibility and accessibility of potential sites from major thoroughfares and transportation hubs. It's crucial to balance the need for convenience with considerations of cost-effectiveness and community impact.

- **Tourist Destination -** while considering tourist destination the site for convention centre –

Tourist Destination Analysis involves conducting a comprehensive examination of the destination's unique characteristics, including its attractions, amenities, and visitor demographics. By understanding the primary motivations behind tourists' visits, we can identify any existing gaps in infrastructure or facilities necessary for hosting conventions.

Market Demand Assessment entails evaluating the demand for convention facilities within the tourist destination. This involves analyzing historical data on past conventions and events, as well as examining trends within the MICE (Meetings, Incentives, Conventions, and Exhibitions) industry. By determining the potential market size and the types of events that could be hosted at the convention Centre, we can effectively gauge the feasibility and potential success of such a venture.

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