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Introduction to Meeting, Incentives, Conferences and Events Management (MICE) as Applied to Hospitality and Tourism

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CHAPTER 1: INTRODUCTION TO MICE INDUSTRY

Chapter Objectives:

At the end of this chapter, the student must be able to:

- 1. Understand how MICE relates to the tourism and hospitality industry;
- 2. Understand the meaning of each sector of MICE;
- 3. Understand the difference between meetings and conventions/conferences; and
- 4. Understand the role of MICE management in tourism industry.

MEETING INCENTIVES, CONFERENCES AND EVENTS MANAGEMENT (MICE)

Generally, MICE events are activities and events that involve attendees who

share a common interest and gather in a place. The place for the gathering should be a venue arranged beforehand. The venue will provide space and facilities necessary to satisfy the needs of those who attend the gathering.

MICE Industry is one of the most important sectors of tourism, which brings a big amount of income and creates a positive image of the destination. We can further explain the gatherings by their different formats:

