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MICE TOURISM AS AN EMERGING INDUSTRY IN INDIA - A SPECIAL REFERENCE TO HYDERABAD CITY

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Abstract

Travel and tourism have a significant role in Indian heritage and culture. Because of the many holy places that dot the countryside and entice people to certain activities like fairs and festivals, pilgrimage used to be the main reason people travelled. In such a setting, a cultural practise known as "VasudhaikaKutumbakam" and "Athithi Devo Bhava" (The guest is god) was developed (the world is one family). Travel and tourism are currently the second-largest sources of net foreign exchange generation, by easily countable amounts. Today's tourism is a multifaceted, multidimensional industry that has an impact on the lives of many people as well as numerous economic activities. Tourism has developed into a significant sector as a result of its widespread appeal. It is also acknowledged as a source of opportunities for work. The employment of tour guides, escorts, travel agents, tour operators, drivers, hoteliers, and other service providers was one of tourism's by products. The development of the local economy is aided by tourism. Indeed, the purpose of tourism was to encourage spiritual upliftment, cultural enrichment, and physical rebirth. The advancement of socio-political understanding and cultural exchanges is greatly aided by tourism.

Keywords: Mice tourism, Emerging industry, Tourism in India.

Introduction

Telangana state is a land of numerous cultures, historical sites, mountains, river belts, pilgrimage sites, top-notch film studios, verdant valleys, zoo parks, friendly people, and a wide range of dietary customs. Telangana consequently has tremendous tourist potential, which a government must leverage and sustain. The tourism sector is a non-smoking, money-making, and job-creating sector of the economy. Telangana tourism does more than just market its goods; it also studies how best to meet the requirements, tastes, and expectations of visitors. As a result, the purpose of the study is to use questionnaires to examine the responses of the tourists.

The study reveals that Telangana Tourism has distinctive tourism offerings,

even though it is unable to fully capitalize on them because of a number of issues, such as ineffective amenities, such as inadequate transportation and connectivity in some instances. These issues also include inadequate accommodations, food, and cleaning standards in hotels and restaurants. The majority of visitors said they would return time and time again and that using their services demonstrated the significance of the chosen tourist destinations over all other alternatives. For instance, due of the holiness of the location and the lack of alternatives available to visitors outside of TSTDC facilities, tourists from Andhra Pradesh, Tamil Nadu, and Karnataka choose to purchase tourism packages for Hyderabad and Yadadri.

Tourists think Telangana state has a greater chance of becoming one of India's top

tourist attractions, but that depends on fixing any weaknesses in either all of the spears or all of the wings. Powerful IT, multinational corporations, the healthcare ecosystem, the granite industry, Singareni Collaries, and NTPC are among of Telangana's main benefits as a MICE major tourism hub. Each of Telangana's 31 districts has a unique significance for MICE tourism.

The Hyderabad International Convention Center offers cutting-edge amenities to accommodate MICE in Hyderabad, a heritage city that is now known as an IT hub. The HITEC City has built convention facilities across 15 acres, including a 6500 square metre hall with room for 5000 visitors. The HICC's success led to the completion by 2010–2011 of building of equivalent facilities in six additional centres across the country. Hyderabad has emerged as an important MICE travel hub in India in recent years. Due to its state-of-the-art convention centre, which is of the highest caliber available anywhere in the world, it recently hosted the annual meeting of the Travel Agents Association of India in early September 2012. Together with the IT sector, the growing healthcare and medical industries also contribute to increased business demand. Convention and conference facilities are now required because companies like Satyam, Dr. Reddy's, Visual Soft, and many others have been established. Hyderabad has developed into India's business hub thanks to occasions like the annual Confederation of Indian Industries (CII) conference, GITEX, the Indian Association of Tour Operators (IATO) annual convention, and the recently finished and highly lauded Afro Asian Games.

In Hyderabad, there are now eight hotels with five stars, fourteen with three to four stars, and numerous others are being built. Hotels and resorts may be found in Hyderabad, making it an excellent place for both business and leisure. Due to its good air connections from numerous gulf and Asian nations, Hyderabad is currently anticipated to hold more Gulf and South East Asian business conferences. These conference hotels provide very nice lodging options, including private lounges, restaurants with specialised menus, and distinctive rooms with contemporary conveniences for business travellers. Business travellers can choose from a variety of fun options thanks to these perks. Hotels and

resorts may be found in Hyderabad, making it an excellent place for both business and leisure.

The abbreviation MICE have become more well-known as a result of the vast expansion of industries and their expanding needs. A significant industry that is rapidly growing and closely related to business travel is meetings, incentives, conferences, and exhibitions (MICE). Events connected to MICE include meetings, conferences, conventions, displays, and incentive travel. The industry is frequently referred to by the well-known abbreviation MICE, despite the fact that each of these several MICE subsections has quite a few distinguishing characteristics. Convention bureaus are being employed more frequently to meet the demands of meeting and exposition planners, to whom the service providers bring all the requirements for each sector. Due to the opening up of the Indian economy and the easing of governmental limitations, Hyderabad, Bangalore, Chennai, Mumbai, Delhi, and Kolkata are now assuming significance as important centres of business activity in the nation. Tier two and tier three cities are beginning to pose a significant threat to them as a result of improvements in associated facilities and infrastructure brought about by the country's expansion. MICE tourism has exploded in India since the economy was liberalised. There has been an increase in business travellers to India, and their vacation plans increasingly include leisure time.

Meetings, Incentives, Conference/Conventions, and Exhibitions/Events, or MICE tourism, is a term used to refer to business travel. Specialized tourism such as MICE is booming in India, especially in Hyderabad. MICE tourism is gaining popularity in the corporate world since it motivates staff to boost organisational efficiency. To comprehend the current MICE tourist landscape and highlight its potential in Hyderabad, a study on MICE tourism in Hyderabad was undertaken. The survey has revealed that Hyderabad has had a 21–40% overall growth in MICE tourism. It should be highlighted that many businesses, including those in the banking, retail, pharmaceutical, hospitality, and food production sectors, are involved in the MICE market. Modern business hubs in India can be found in

cosmopolitan cities like New Delhi, Mumbai, Goa, Visakapatnam, Uttarkhand (Char Dham), Simla, Chennai, Bangalore, Jaipur, Agra, Cochin, and Kolkata. These cities host convention tours, and interesting MICE business is also available in Puskar, Bhuvaneswar, Kovalam, and Goa.

HITEX

HITEX (Hyderabad International Trade Expositions Limited) City, which is 20–25 kilometres from the city, may host exhibitions. In the first of two stages that HITEX is creating a trade fair centre, which includes three exhibition rooms, a trade fair building, and a usable entry plaza, everything is up and running. A convention center/hotel with a 4,500-person capacity and five additional show halls are planned for the second phase. Modern amenities that exceed global standards are displayed in the existing exhibition halls. Moreover, the Center has a 1000-car parking lot. A few of the notable events held at HITEX include GITEX Hyderabad 2002 and CIDEX Trade Fairs, among others. Over its entire length and breadth, Hyderabad is home to numerous gardens. For instance, the grounds of Ramoji Film City alone have around 100 distinct gardens. Hyderabad offers a lot of resorts, clubhouses, etc. besides gardens.

HICC

The Hyderabad International Convention Centre (HICC), which is jointly owned by Telangana State Industrial Infrastructure Corporation Ltd. and Emaar Properties PJSC Dubai, is managed by Accor, one of the greatest hotel management companies in the world. The top freestanding conference venue in South Asia is the HICC, a recently built, cutting-edge convention centre. Six more smaller halls can be created by dividing the 6,480 square metre centre hall. The HICC can accommodate more than 6000 delegates for events. The building has advanced significantly. It recently received a regional award from the Ministry of Tourism, the Government of India, and the state of Andhra Pradesh. By winning the "Best Standalone Conference Center" excellence award four times, it has set a new national record. At the 2015 South India Tourism Awards, HICC was recognised as the "Best Meeting & Conference Venue." Also certified to use ISO 14001:2014 is HICC. In every category, including infrastructure, services,

and technology, it is on par with the best in the world

ITC Kakatiya

The Kakatiya Dynasty's era is honoured by ITC Kakatiya. The hotel, which is located in the heart of Hyderabad's business district, welcomes guests to a time when art, design, and way of life are flourishing. With its 188 exquisite rooms and suites, four distinct restaurants, spectacular meeting spaces, and great wellness amenities, the hotel has carved out a special position for itself in the life of the city.

Aalankrita:

There is an ethnic business retreat on Shameerpet Road. What most distinguishes it is the abundance of flora and fauna. Aalankrita has traditional gathering spaces and is located in a peaceful environment. In addition to multi-cuisine restaurants and a conference centre, the venue also has an open-air theatre named Taraana that can accommodate 20 to 2,000 people.

Marriot

The Hyderabad Marriott Hotel & Conference Centre offers the perfect balance of elegance, usefulness, and five-star service. Our hotel provides a stunning view of Hussain Sagar Lake and is centrally located in Hyderabad, India. Enjoy one of our spacious suites with high-speed Wi-Fi, lake or city views, and plush bedding to unwind in. You can select from excellent Indian cuisine to cocktails with a view of the lake at our hotel's restaurants or bar. Our hotel offers a variety of 5-star amenities for your enjoyment, including a full-service, lavish spa, a 24-hour fitness centre, a sparkling outdoor pool, and unique activities for families. For anyone arranging a corporate or social event, our modern indoor and outdoor locations, in addition to professional planning services and tailored catering, are a fantastic option.

Ramoji Film City

Ramoji is a beautiful location in and of itself, but its theme-based customs really set it apart. Ten to twelve convention centres with 2,000–6,000 seats apiece are available. Evening activities can include visiting a theme park, taking a stroll through one of the many gardens, or just stopping by to see a movie being made.

Tourist Attraction of Hyderabad

Hyderabad has a lot to offer visiting tourists in terms of tradition and culture, in

addition to its developing business potential. From the intriguing Charminar, a famous building, to the magnificent, venerable Golconda Fort. The Fort's light and sound show is a must-see. For business travellers, the Salarjung Museum, Birla Temple, Shilparamam, Hussain Sagar Lake, and Qutub Shahi Tombs are well-liked tourist destinations. Due to the rise in corporate travel, the MICE sector, a specialised area of the tourist industry, has enormous potential. Its target market consists of corporate clients who travel for various kinds of meetings. This phrase was referred to as Events in MICE (all types of professional meetings arrangements) I. Honors (planning incentive tours and business trips) convention or conference (organizing of wide level type of meetings as conferences and all arrangements) Exhibitions and Events (organizing of national, global level of exhibitions on various exhibitions grounds) The "Meetings or Events Industry," sometimes known as MICE, is another term for this industry. Details about commercial events, lodging, cruise lines, other forms of transportation, travel associations, expert conference planners, the entertainment industry, tourism boards, and specialists are included in this area. Due to the substantial preparation and organisation required for MICE, MICE-focused travel agents frequently have connections to leading corporate agencies. The task of promoting MICE in India falls under the purview of organisations like the Conventions and Visitor Bureau (CVB), India Convention Promotion Bureau (ICPB), Destination Marketing Organization (DMO), Network of Indian MICE Agents (NIMA), MICE India and Luxury Travel Congress (MILT), etc.

Need of the Study

The purpose of the study was to comprehend the extent of MICE tourism as a developing sector of the hospitality industry in Hyderabad. The purpose of the study was to evaluate Hyderabad's prospective MICE tourist industry. Since the city is a centre for information technology, the word "MICE" is frequently used to describe attractive business tourism destinations.

Objectives of the Study

- To research the MICE market's current state in India.
- To assess Hyderabad's potential for MICE tourism

- To learn more about the business practices of different MICE firms in Hyderabad.

Review of Literature

The average MICE traveller spends twice as much as other visitors, making this area of the tourism industry quite lucrative. Since the beginning of time, people have gathered to attend meetings, conferences, and expositions (displays), usually for social, sporting, political, or religious reasons. Cities developed became regional hubs, and several groups and organisations started holding recurring expositions, expanding the scope and frequency of these events.

As conference organisers and travel agents set up incentive travel programmes for businesses to compensate employees for hitting milestones, the incentive meeting sector of MICE is expanding quickly. Trips given as rewards often last three to six days and might range from a cheap day trip to a luxurious getaway for the employee and their significant other. Europe, Singapore, Malaysia, Thailand, Dubai, and Sri Lanka are some of the most well-liked locations for incentive travel. Many other areas are currently experiencing expansion as well. The Andaman & Nicobar Islands, Rajasthan, Mumbai, Kerala, Goa, and Agra are among the most well-liked incentive travel locations in India.

MICE Tourism to India:

Meetings, incentive, conference, and exhibition (MICE) tourism in India is steadily expanding. The inbound MICE market has experienced annual growth of 15 to 20 percent, with estimated revenue of Rs. 9500 crores. According to ICCA's ranking of the world conference market, India is ranked 31st (International Congress and Convention).

The high objective set by the Union Government for MICE INDIA is to boost its small 0.5% market share to 2% by 2025 in the global MICE sector. Numerous of the major cities, including Delhi, Chennai, Bangalore, and Hyderabad, have hosted significant events. During a four-day visit, a conference traveller typically spends \$1,511 per day, as opposed to an entering leisure traveller who spends \$600 per day. Industry estimates place the value of the worldwide MICE market, which supports 4,000 000 conferences and exhibitions yearly, between \$280 and \$300 billion.

India has a wide variety of amenities, such as hotels, meeting spaces, and tourist attractions. Some cities, such as Bombay

Exhibition Centre, New Delhi-Vigyan Bhawan, Bangalore International Exhibition Centre, Kochi International Exhibition Centre, and numerous business hotels and resorts with all the required business facilities, have a strong support infrastructure for holding successful conferences and exhibitions. For incentive travel, the Indian trains and airlines offer a convenient way to go to India's wealthy locations. India is one of the newest incentive travel destinations due to its diversified landscape and rich cultural history. India is a target for other countries as well because of the size of its market. India is anticipated to generate 8.5 million outbound luxury and MICE travellers annually by 2025, increasing the importance of the country as an important source market for MICE and luxury travel, according to forecasts made before the 5th Annual MICE India and Luxury Travel (MILT) Congress.

MICE Tourism in Hyderabad:

The most famous and historically significant city in India for business travel is Hyderabad. The MICE industry has a tonne of potential in this location because of its standing as a technology hub and pleasant climate. Mantra 360, Incarnations, ITC Convention, GMR Convention, Om Convention, Kapricorn Promos and Events, Event House, Premier Events and Conferences, HITEK Convention, CIM Global, Dream Craft Events, etc. are a few of the PCOs (Professional Conference Organizers) in Hyderabad. Some of Hyderabad's business hotels are The Park Hayat Hyderabad, Trident Hyderabad, Novatel, and Vivanta. Other examples are The Capitol, Gateway Hotel, Taj Banjara and Residence, International, Hotel Mayflower, and Hotel Marriot. Some of Bangalore's five-star luxury hotels, including The Oberoi, Taj West End and Residency, Windsor-Sheraton, Ista, The Park, and Le Meridian, host MICE events or activities. Together with the HICC Convention, ITC Kakatiya, IDF India, and International Exhibition Center, the MLR Conference Center is one of the exposition and convention centres.

Research Methodology

The following is a description of the study's research methodology

Research design	Descriptive
Domain of work	Hyderabad city
Unit sampling	Travel Agencies, Tour

	operators, Hotels, Event Organizers
Samples taken	52
Sample procedure	Adaptive Sampling
Data Collection Method	Surveys and Interviews
Sources of Data	Primary and Secondary
Research Instrument	Structured Questionnaire

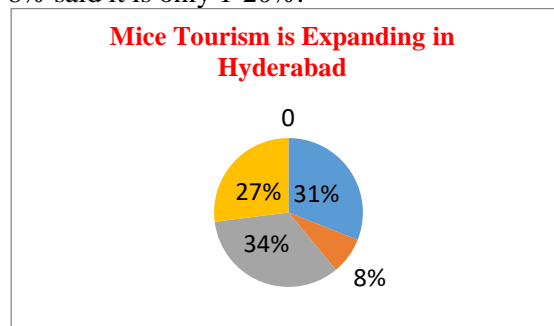
Examining and Interpreting

The statistical data were organized into categories and tabulated to make them clear and easy to understand. Descriptive questions were directly investigated in the study's findings, whereas closed-ended questions were submitted to simple tabulation and calculation.

MICE tourism is expanding in Hyderabad

Variables	Respondents	Percentage
1-20%	04	08
21-40%	18	34
41-60%	14	27
Above 60%	16	31
Total	52	100

Table 1 and Figure show that the majority of respondents-34% estimated a 21-40% annual growth rate for MICE tourism in Bangalore. Nonetheless, 31% of them said that Bangalore's MICE tourism increase is greater than 60%. Almost 27% of those who responded indicated the rise is 41-60%, while 8% said it is only 1-20%.



1-20% 21-40% 41-60% Above 60%

Market sector for the MICE industry

Particulars	Respondents	Percentage
IT companies	15	29
Hospitality/ Service Sector	08	15
Educational institutions	07	13
Banking	05	09
Medical Pharmacy	05	10
Food Production	15	29

Marketing firm	04	08
Retail Industry	05	10
Total	52	100

According to Table, 29% of respondents believe that IT businesses generate more revenue for MICE. As a result, more people were targeted; 15% stated the hospitality business, 13% said educational institutions, 10% said medical or pharmacies, 10% said banking, 10% said retail, 8% said marketing firms, and 5% mentioned the food manufacturing industry.

Purpose for travel in MICE

Particulars	Respondents	Percentage
Meetings	03	06
Incentives	10	19
Conferences	19	37
Exhibitions	Nil	00
All of the above	20	38
Total	52	100

According to Table, 38% of respondents believed that "all the components of MICE" were the reason for tourists' travels, while 37% chose conferences. Incentives were chosen by 19% of respondents, while meetings were cited as the primary reason for travel by 6%.

Findings and Suggestions

According to the analysis and interpretation of the study's findings, the majority of respondents said that Bangalore's MICE industry is growing by between 21 and 40 percent overall. The majority of respondents believe that Bangalore's current MICE sector has great potential, and they use media advertisements to sell their MICE businesses. The Hyderabad MICE industry is dominated by Technology companies. Since most of the respondents' businesses were travel agencies, it was found that the majority of them had less than 8 employees. While planning an event, businesses encounter challenges including a host-organizer communication gap. Every year, between 30 and 40 percent of visitors from outside the country come to Hyderabad for MICE. Bookings for MICE travel can be made through travel agencies, tour operators, and corporate businesses. Indian MICE tourism providers concentrate on both domestic and foreign visitors. It has been discovered that MICE companies work in conjunction with TSTDC (the Telangana State Tourist

Development Corporation), hotels, event management firms, and tour operators to organise events.

Following are some recommendations and ideas for increasing MICE tourism development in Bangalore and India based on the observation and findings.

- ✓ India should build a MICE research institute akin to those in Japan, Sri Lanka, Nepal, Dubai, Malaysia, and Singapore in order to promote MICE tourism there.
- ✓ Telangana government officials must inspire local business owners to upgrade their establishments through a variety of activities like performances, fairs, festivals, competitions, etc.
- ✓ The Department of Tourism should actively advertise Hyderabad as doing so will increase visitor numbers, which will increase the FEE of the economy (foreign exchange earnings).
- ✓ MICE businesses should promote MICE tourism through conferences, seminars, printed materials, and advertisements in print and electronic media.
- ✓ To keep up with the evolving trends, facilities and equipment should be modernized.
- ✓ TSTDC (Telangana State Tourism Development Corporation) should establish promotional plans for MICE tourism.

Telangana Inbound Mice Tourism:

- ✓ Good connections to popular international sites;
- ✓ Decent tourism credentials;
- ✓ Well-regarded assistance from the service sector;
- ✓ Matured industry in the hinterland;
- ✓ Secure and secure location
- ✓ The current State Government has recognised the enormous potential and is mindful of the fact that this industry has developed significantly in silos, so it has started working on an aggressive plan to advance the industry.
- ✓ The following steps have been taken as a result: - The tax structure is being rationalised; - A corpus fund has been established to encourage conference bids; - Focus has been placed on skill development.
- ✓ It Has Found a Place in Tourism Policies - Local Level MICE Committees have been Formed and Coordination with District Committees,

- ✓ Each of Which Consists of Industry Experts and Bureaucrats - Rationalization of Tax Structure.
- ✓ The following actions are recommended by FICCI-MRSS should be followed in order to advance MICE.
- ✓ Establish a market intelligence system to monitor competition. Maintain coordination with the State Agency.
- ✓ Promote the idea of sustainable tourism. Create experiences, not just tourist spots.
- ✓ Promote MICE travel only

Conclusion

The MICE sector's share of Telangana has grown dramatically over the past few years. Yet, persistent obstacles in the form of poor infrastructure, support facilities, and significant promotions continue to impede the growth of this sunshine sector. The services that the hotel sector may offer need to have an amazing component included. Businesses are willing to spend money on extraordinary experiences as long as they serve to inspire their workers to work harder. Yet, the majority of MICE organisations also have set budgets that must be taken into consideration. Long-term, the Indian market will continue to be quite active, thus contradicting past trends and generating business from unexpected market segments.

The most crucial element of business travel is MICE travel, which has grown in significance over the past few years. As an IT hub and a city for all seasons in southern India, Bangalore has a lot of potential for MICE tourism. Business visitors choose MICE itineraries to market their companies, which are typically blends of commercial activity and leisurely sightseeing. This kind of travel promotes networking and corporate growth.

MICE tourism, which is rapidly growing and mostly linked to business travel, can be concluded. The main economic centres of the country are New Delhi, Kolkata, Mumbai, Chennai, Hyderabad, and Bangalore. The majority of annual foreign arrivals are for MICE events, which boosts the nation's FEE (foreign exchange earnings). As a result, the responsible agencies will make significant investments in Hyderabad's MICE tourist development and promotion. MICE travellers need a high standard of comfort, efficient transportation, and a fair pricing. MICE planners rely on their own experience and the opinions of people in the industry rather than

on brochures. If Hyderabad, a centre for IT, focuses on things like hotels, transportation, events, and corporate amenities, it may succeed in the MICE sector. The growth of MICE tourism in Telangana state will increase both direct and indirect employment. Public-private partnerships and MICE tourism in Telangana, which includes travel to places like Singapore, Malaysia, and Dubai, should be encouraged and given top priority by governments.

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