

Tourist's Perspective on MICE Tourism in Chennai: A Study

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Abstract: India is one of the world's most alluring MICE tourism goals, with a wide run of offices that meet universal benchmarks. Besides, India is progressing quickly MICE by advertising a wide run of conceivable outcomes in major territories. MICE sightseers accept that area openings for commerce exchanges, availability, representative support, offices, settlement offices, and advanced innovation accessibility are vital. There's a considerable contrast between statistic variables of sightseers and their demeanors toward MICE tourism in Chennai. MICE tourism in Chennai features a positive and critical relationship with their craving to visit. As a result, pertinent partners ought to decrease dangers and secure Chennai's climate, and neighborhood communities ought to improve their conduct and give warmth and participation to sightseers. MICE tourism occasions in Chennai ought to be considered productive

Keywords: MICE Tourism, Revisiting Intention, Tourists, Tourism Perception, Chennai.

1. Introduction

Meetings, Incentives, Conferencing, Exhibitions (MICE) Tourism may be a specific and viewpoint of procedure that includes exercises such as arranging, booking lodging, and planning courses, conferences, and official occasions and activities (Jamgade, 2018). Individuals from professional associations take an active part in and cherish MICE tourism-related activities (Abdullah, 2011) and MICE tourism includes a wide range of specific tasks relating to business travel to conferences and events for them (Lee & Back, K., 2007). Most countries around the globe recognize the importance of MICE tourism, which has a significant influence on economic development (Carlsen, 1999) and tourism organizations by promoting corporate travel using MICE (Baloglu & Love, 2003)

Because of the gathering of preparation experts and travel coordinators to organize a drive to remunerate team members to accomplish targets on a particular time span, the social occasion for motivator programs through MICE is encountering huge development. (Kumar.S, 2013). MICE tourism destinations are by and large picked by complex technocrats specifically nations and spots to exhibit MICE exercises. India is quite possibly the best MICE travel destination throughout the globe, with a wide range of facilities that fulfil global standards. Besides, India is reliably updating MICE with various procedures in various areas (Khan, 2015). Subsequently, it is proper to examine

traveller's perspectives toward MICE the travel industry in Chennai.

incorporating the applicable criteria that follow.

2. REVIEW OF LITERATURE

MICE tourism is undoubtedly an important tool to promote and

market a host destination, attracting tourists from around the world which in turn contributes to the local economy and builds the country's image. In addition to the economic development, tourism provides Socio Cultural, and political benefits for a tourism-oriented country. As the most dynamic and heterogenic phenomenon of modern society, needs adequate changes in tourism products gives constant improvement. (Milićević & Petrović, 2017)

MICE tourism can be a powerful promotional method for a host country using media, which in turn enhances the destination image and stated that motivation influences perception and preference regarding product features and store attributes. (Kong & Chang, 2016).

Survey suggested that organises believed that MICE tourism plays a vital role for the development of local communities and enhances the image of the host country and contributes largely to the development of local infrastructure and other sectors also it contributed to the community cohesiveness and created social incentives for the local community. The survey also suggested events created more social benefits than social costs. (Gursoy, Kim, & Uysal, 2004)

(Zhou, 2011) found that area, trade operations, conveniences, and advertise exercises were progressing perceptivity of guests and status of tourist's place.(Chiu & Omar Ananzeh, 2012) determined that convincing contrast

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left in bits of knowledge of visitors for MICE tourism and their individual highlights and appearance of MICE spots were influencing status.

(Wu & Zhang, M., 2013) uncovered those administrations, taken a toll, territory, and offices were pulling in sightseers towards MICE visitors and these variables were improving the status of the spot. (Whitfield, Dioko, L. , Webber, D. , & Zhang, L., 2014) shown that offices, occasions, diversions, and networks were imperative perspectives of MICE tourism and it's refreshing image of the tourist spot.

(Sylla, Jakub Chruściński , Paulina Drużyńska , Paulina Płociennik, & Witold Osak, 2015) found that boarding and lodging facilities, venue, convenience, and weather conditions were exceptionally fundamental for the improvement of MICE tourism.(Yoopetch & Mingkwan, N., 2016) concluded that venue, market opportunities, connectivity and advancement in technologies were improving image and scope of MICE tourism.

(Buathong & Lai., 2017) uncovered that gatherings, incentives, exhibitions, locality, furnishings, and IT infrastructure were vitally important for the advancement of MICE tourism in a specific tourism destination. (Trisic & Arsenov-Bojovic, 2018) shown that MICE tourism comprised of meetings, conventions and exhibitions and it was influenced by facilities, convenience to reach the place, IT infrastructure and support of local people and staff.

MICE tourists are, in some sense, a captive audience, as most pre- and post-event activities are under the control of event organizers. This means that organizers must be paid due attention to by regional marketing, and therefore a specific office has been set up by Piedmont Region. Furthermore, the distribution of opportunities from the main city (Turin in this case) to the surrounding region is fundamental. This distributional impact of MICE is studied in (Mistilis & Dwyer, 1999) Other relevant papers are (Auld & McArthur, 2003) and (Pacaud, Vollet, & Angeon, 2007) which deal with the impact of events and touristic infrastructures, respectively, on regional economic development.

According to (Walker & Walker, 2011) the MICE segment may be a exceptionally beneficial industry, insight point to the case that the average MICE tourist spends twofold the sum of the other tourist consumption. Individuals have assembled to attend gatherings, conventions, and expo since the antiquated times, basically for communal, amusement, political or devotional purposes. As cities got to be provincial centres, the estimate and recurrence of such activities expanded, and various bunches and affiliations set up customary expositions

Due to the increasing global competition for MICE tourism, destination planners must accurately identify the key criterion for hosting successful events and should initiate marketing strategies according to the needs and demands of participants (Dwyer, Dragičević, Armenski, Mihalič, & Knežević Cvelbar, 2016).

3. OBJECTIVES OF THE STUDY

- (1) To dissert tourist's awareness approaching MICE tourism in Chennai.
- (2) To examine discrepancies among tourist's perception against MICE tourism in Chennai and their demographic components.
- (3) To ascertain the liaison between people's approach against MICE tourism in Chennai and their opinion to revisit.

4. METHODOLOGY

The current study is being conducted in Chennai, and the convenience sampling method is being utilized to choose tourists, with information being collected from 225 tourists through the structured questionnaire. Ranges are utilized to procure tourist demographic components, mean and standard deviation are calculated to obtain approximately about tourists' demeanours against MICE tourism in Chennai. ANOVA and t-tests are utilized to examine the relationship between tourists' perspective towards MICE tourism in Chennai and their demographic components. Correlation analysis is utilized to measure the liaison between people's perception toward MICE tourism in Chennai and their intention to return.

5. RESULTS

5.1. Demographic components of tourists

Table 1 shows the demographics profile of tourists. Most tourists (65.8%) are men, and most of them (43.11%) are between the ages of 31 and 40. Most of them (65.33%) are undergraduate level and working in the middle management level (41.8%), most of them (38.22%) earn a monthly income of Rs.30,001 – Rs.40,000, and many of them (84.4%) are married.

Table 1. *Demographic Profile of the Respondents*

| Demographic | Number | Percentage |
|----------------------|--------|------------|
| Gender | | |
| Male | 148 | 65.80 |
| Female | 77 | 34.20 |
| Age | | |
| Less than 30 | 42 | 18.67 |
| 31 - 40 years | 97 | 43.11 |
| 41 - 50 Years | 47 | 20.89 |
| Above 51 | 39 | 17.33 |
| Qualification | | |
| Under Graduation | 147 | 65.33 |
| Post-Graduation | 78 | 34.67 |
| Designation | | |
| Lower Management | 49 | 21.78 |
| Middle Management | 94 | 41.89 |
| Top Management | 82 | 36.43 |
| Salary | | |
| Below 30,000 | 32 | 14.22 |
| 30,001 - 40,000 | 86 | 38.22 |

| | | |
|-----------------------|-----|-------|
| 40,001 - 50,000 | 64 | 28.44 |
| Above 50,000 | 43 | 19.11 |
| Marital Status | | |
| Married | 190 | 84.42 |
| Un Married | 35 | 15.58 |

5.2. View in relation to mice tourism in Chennai

According to **Error! Reference source not found.** MICE tourists believe that the location, opportunities for commercial activities, ease of connectivity by means of transportation (road, rail, and airways), information technology facilities, and cost effectiveness are all good in Chennai. However, they accept that the accessibility of representatives and the reaction from the nearby networks of the occasion are both poor.

Table 2. *View towards MICE tourism in Chennai*

| Descriptive Statistics | | | |
|---|-----|---------|----------------|
| | N | Mean | Std. Deviation |
| Location | 225 | 1.8044 | 0.89989 |
| Possibilities for commercial activities | 225 | 1.99911 | 0.76176 |
| Easy for Connectivity | 225 | 1.9644 | 1.06426 |
| Availability of Employees | 225 | 2.5733 | 1.05441 |
| Response from local communities | 225 | 2.6889 | 1.22150 |
| IT Facilities | 225 | 2.1956 | 0.96222 |
| Cost Effective | 225 | 2.0089 | 1.08558 |
| Valid N (listwise) | 225 | | |

5.3. Demographic components of tourists and their perception on mice tourism in Chennai.

Table 3 addresses the connection between tourist socioeconomics and their perspectives toward MICE travel in Chennai. Female vacationers have a somewhat high mean worth of view towards MICE travel in Chennai (14.52) than male tourists (12.98), showing that male travelers have a seriously more significant level of view towards MICE travel in Chennai than female travelers. The t-value of 3.560 is non-significant, showing that there are no huge contrasts in exits considering traveler orientation and view towards MICE travel in Chennai.

Table 3. *Gender towards MICE tourism in Chennai*

| Group Statistics | | | | | | |
|------------------|--------|-----|---------|----------------|----------|------|
| | Gender | N | Mean | Std. Deviation | t-Value | Sig. |
| View | Male | 148 | 12.9768 | 3.15498 | 3.560 ** | .441 |
| | Female | 77 | 14.5195 | 2.94078 | | |

** Non - Significant at 1% level

5.4. Age in relation to the perspective of MICE tourism in Chennai

According to Table 4 the mean worth of view towards MICE travel in Chennai for travelers aged under 30 years, 31-40 years, 41-50 years, and over 50 years is 14.03, 13.38, 14.11, and 12.49, individually, demonstrating that vacationers matured 41-50 years have a more inspirational perspective toward MICE travel in Chennai than the other age gatherings. The F-value of 2.408 shows that there is a significant effect between the age category of travelers and their perspectives toward MICE travel in Chennai.

Table 4. *Age towards the view of MICE tourism in Chennai*

| Age | N | Mean | Std. Deviation | f-Value | Sig. |
|--------------|----|---------|----------------|---------|------|
| Less than 30 | 42 | 14.0340 | 3.60753 | 2.408** | .068 |
| 31 - 40 | 97 | 13.3859 | 3.13210 | | |
| 41 - 50 | 47 | 14.1185 | 3.27440 | | |
| More than 51 | 39 | 12.4908 | 2.30299 | | |

** Significant at 1% level

5.5. Education in relation to perspective of MICE Tourism in Chennai

Table 5 demonstrates the mean value of view towards MICE travel in Chennai for travellers with under-graduation and post-graduation is 13.80 and 12.93, individually, showing that travellers with under-graduation have a more serious level of view towards MICE travel in Chennai when contrasted with other instructive levels. The F-value of 3.963 shows that there is a huge effect exit regarding the training of vacationers and view towards MICE travel in Chennai.

Table 5. *Education towards the view of MICE tourism in Chennai*

| Qualification | N | Mean | Std. Deviation | f-Value | Sig. |
|---------------|-----|---------|----------------|---------|------|
| Undergraduate | 147 | 13.8086 | 3.4611 | 3.963** | .048 |
| Postgraduate | 78 | 12.9322 | 2.4251 | | |

** Significant at 1% level

5.6. Monthly Income in relation to perspective of MICE Tourism in Chennai

According to Table 6 mean worth of view towards MICE travel in Chennai for travelers in the monthly payment of beneath Rs.30,000, Rs.30,001 – Rs.40,000, Rs.40,001 – Rs.50,000 or more Rs.50,000 are 12.70, 13.30, 14.80 and 12.57 individually which clarifies tourists in the monthly payment of Rs.30,001 – 40,000 have a more significant level of view towards MICE travel in Chennai in correlation with staying month to month pay gatherings. The F-value of 5.998 is critical showing that there is a huge contrast exit in between monthly income travellers and view towards MICE travel in Chennai.

Table 6. *Monthly Income towards the view of MICE tourism in Chennai*

| Group Statistics | | | | | | |
|------------------|-----------------|----|---------|----------------|---------|------|
| | | N | Mean | Std. Deviation | f-Value | Sig. |
| Income | Below 30,000 | 32 | 12.7009 | 2.94616 | 5.998 | .001 |
| | 30,001 – 40,000 | 86 | 13.3023 | 3.30124 | | |
| | 40,001 – 50,000 | 64 | 14.8013 | 3.22914 | | |
| | Above 50,000 | 43 | 12.5781 | 2.28847 | | |

** Significant at 1% level

5.7. Marital Status in relation to perspective of MICE Tourism in Chennai

According to Table 7 mean value of view towards MICE travel in Chennai for married travelers (13.69) is higher when contrasted with unmarried travelers (12.45) which clarifies unmarried travelers have a more serious level of view towards the MICE travel in Chennai in examination with the married travellers. The t-value of 4.620 is showing that there is no distinction exists in connection with the conjugal status of travellers and view towards MICE travel in Chennai.

Table 7. *Marital Status towards the view of MICE tourism in Chennai*

| Group Statistics | | | | | | |
|------------------|----------------|-----|---------|----------------|---------|------|
| | Marital Status | N | Mean | Std. Deviation | t-Value | Sig. |
| View | Married | 190 | 13.6977 | 3.2573 | 4.620 | .033 |
| | Unmarried | 35 | 12.4571 | 2.3649 | | |

** Significant at 1% level

5.8. Liaison between people's approach against MICE tourism in Chennai and their opinion to revisit

Table 8 Demonstrates the correlation coefficient showed the view towards mice travel in Chennai and planned to visit again is 0.651 and it is uncovering that they are emphatically and reasonably interrelated.

Table 8. *Relationship between in view of MICE tourism in Chennai and Intention to Revisit*

| Particulars | Correlation Co-efficient (r) |
|---|------------------------------|
| View towards MICE Tourism in Chennai and Revisiting Intention | 0.651** |

** Significance in 1% level

6. CONCLUSION

6.1. General Discussion of the study

Concurring to the study's discoveries, MICE sightseers accept that the area, openings for commercial exercises, ease of network by implies of transportation (street, rail, and

aviation routes), data innovation offices, and fetched viability are all great, which nearly all majority rule profiles are altogether distinctive in comparison to MICE tourism in Chennai. Be that as it may, they accept that the accessibility of representatives and the reaction from the event's nearby communities are both destitute, which gender and conjugal status are inconsequential within the context of MICE tourism in Chennai. MICE tourism in Chennai features an essentially positive relationship with their purposeful return.

6.2. Implications for Industry

(1) Focused approach on MICE industry

Agreeing to the study's discoveries, tourism partners ought to take vital steps to teach neighbourhood communities to make strides in their understanding of MICE tourism and give warm and agreeable treatment to visitors. Moreover, in India, there's no national-level approach and need of compelling showcasing as a MICE-destination.

(2) MICE research institute

Japan government dispatches the research institute extraordinarily for MICE tourism like that Government of India can open research institute to advance and empower MICE tourism in India. Department of Tourism can donate extraordinary consideration and advancement to Chennai because it can enhance the tourist influx which is able aid extend outside trade incitement to our country.

(3) Lack of institutional support

A large portion of the successful widespread urban communities has their custom authorities to publicize and give support to the associations and affiliations working with events. There are no city custom authorities in India.

6.3. Limitations and Future Research

The limitations of this research point towards the tourist's perspective towards MICE tourism in Chennai city. Following are some of the suggestions can be include for future research.

- Organization or Event company's perspective for conducting MICE tourism can be included
- Conducting MICE tourism in other parts of southern Tamil Nadu can be included

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