



Progress in MICE Industry Research: Case of India

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Abstract

The study aims to carry out research on the Meeting, Incentive, Convention & Exhibition (MICE) industry in India. Researchers and scholars have conducted several studies to examine the trends, impact, opportunities and challenges of the Indian Meeting, Incentive, Convention & Exhibition (MICE) industry. Despite its greater contribution to the tourism economy and industry growth has received less research attention. The secondary data of the last 12 years' research were analysed with the help of content analysis techniques to find the research trend to predict future thrust areas. The finding shows that innovation, collaborative research and primary data focus were considered as future thrust areas.

Keywords: MICE, Research, Content analysis, Review, India

1. Introduction

Meeting, Incentive, Convention & Exhibition (MICE) is considered one of the fastest-growing segments in the Tourism Industry. Meetings, Incentives, Conventions (Conferences) & Events (Exhibitions) became major contributors to the Tourism economy. Academic research started in the early 1990s and various authors described "limited research" (Pizam, 1991; Abbey & Link, 1994;

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Zelinsky, 1994) in the MICE segment of the Tourism Industry. Early 1990s MICE Industry was introduced in India to support the local and national economy (“MICE Tourism”, 2012). As the positive reform has started, industry infrastructure stakeholder understanding started developing in different states and cities in India. In three decades, tourism research has not made any remarkable work in the context of MICE tourism in India. Focus on MICE research work in context with India has been seen majorly in the last 12 years.

2. Literature Review

The research direction and the boundaries of the field or discipline are determined by the investigation of the past research (Baloglu&Assante, 1999). The maturity of research is regulated by the extent and the focus of the research literature. The focus of a discipline’s research will be controlled by the academic journals about it (Van Doren et.al, 1994).

Review Paper comprises both quantitative and qualitative components which include works of systematic reviews, Meta-analysis, narrative work etc. They provide a “State of the art” review work of a particular domain (Bem, 1995). Review papers are of different forms they could take a narrative approach or create a conceptual framework. They also discuss the articles that provide contemporary knowledge of a research field, evaluate the articles meticulously (Barczak, 2017).

Several research studies have analysed tourism industry research articles and suggested future directions. Very few research studies have been carried out in the MICE subsector of tourism in the context of India.

3. Methodology

Tourism industry research and publication are increasing rapidly. With the industry growth and introduction of new forms of tourism, research and publication are getting important for researchers, academicians and industry. MICE research in context to India still needs strong attention. Analysing a range of national

and international research articles is a part of research progress and the academic articles are based on the theory and past research works (Reid &Andereck 1989).

This study is viewpoint research based on content analysis techniques. A series of content analyses were conducted and each article was analysed according to its nature of the content, nature of research, theme and sub-theme, publication year, type of journals, region or city focus, type of data and analysis tool used, respondent and author profile. Total 28 articles were organised in the order of year of publication and analysed using the descriptive analysis method.

4. Findings

Table 1: Content Categories

The table contains main categories & subcategories, which has been considered to analyse the research literature. 15 categories have been reviewed as main categories and multiple subcategories associated with each main category. The authors have discussed all the important categories, which help to understand the pattern, nature & techniques of the research work done by various authors in the last 12 years.

Table 1 Content Categories	
Content Category	Subcategories
Year of Publication	
Title	
Journal Name	
Nature of	Conceptual, Empirical

Research	
Theme	MICE, Conference, Event, Exhibition, Incentive, Sports Event, Wedding Event
Subtheme	MICE Planning & growth, Conference Management System, Event Management system, Marketing Practices, Supply chain Management, Perception of Venues, Customer Satisfaction, Social Media Marketing, Hospitality industry, Tourism Marketing, COVID-19, Wedding Event, Motivation for Incentive
Journal Type	Indian, International
Region Focus	India, Chandigarh, Ujjain, New Delhi, Kodaikanal, Kerala, Jharkhand
Event Focus	Simhastha (Kumbh 2014), Auto Expo
Research Approach	Qualitative, Quantitative, Conceptual
Data Used	Primary, Secondary
Analysis Tool Used	SAP-LAP, Qualitative data Analysis, Statistics & non Parametric test, Data Analysis using percentage and average, Factor Analysis
Respondent Profile	MICE service Providers, Hotel Professionals, Delegates & Exhibitor, Customer of Incentive trips, Employees, Event Organizer, Hotel venue, Travel Agencies, Consumer of Wedding Industry, Incentive Travel Planner
Number of Authors	One to Many
Author Profile	Research Scholars, Academician, Industry Professionals

Table 2: Research in the Year

The authors have considered 28 research papers/ articles from the year 2009 till 2021. Research on MICE Tourism can be seen as low as one paper in a year and as many as five papers have been published in a year. In the years 2016 & 2020, there are five papers each on MICE tourism as the main category has been published in different journals.

Table 2	
Research in the year	
Year of Publication	Research Articles (Count)
2009	1
2013	2
2014	1
2015	4
2016	5
2017	4
2018	3
2019	2
2020	5
2021	1

The above table (2) revealed that considering MICE is the fastest-growing segment for the Inbound and Outbound travel & tourism industry, the frequency of the research on the subject is less.

Table 3: Year, Journal Name, Research Title, and Nature of Research

Table 3 consists of, Year of publication, Journal Name, Title & nature of research. From the year 2009 till 2021 there are a total of 28 research works in 28 different research publications. A wide variety of research titles can be seen in the research work done by different authors associated with the research paper/ article. The nature of research work has been subcategorised into Conceptual &

Empirical research. Total 18 research papers/ articles are conceptual and the rest of the papers are empirical in Nature.

Table 3 **Year, Journal Name, Research Title, Nature of Research**

S. No	Year	Journal Name	Research Title	Nature of Research
1	2009	Journal of Hospitality Application and Research	MICE Tourism in India: Forward Focus	Conceptual
2	2013	Indian Journal of Applied Hospitality and Tourism Research	Meeting, Incentive, Conference & Exhibition (MICE) Tourism: Present & Future Prospects in Chandigarh Capital Region	Empirical
3	2013	International Journal of Management & information Technology	A Framework for Conference Management System	Conceptual
4	2014	International Journal of Research and Scientific Innovation (IJRSI)	A literature Review on Management of Mega Event Maha Kumbh (Simhastha)	Conceptual
5	2015	Remarking	Marketing Practices Followed in Exhibition Industry: An Indian Perspective	Empirical

6	2015	Biz and Bytes	MICE Segment: Poised for Growth in India	Empirical
7	2015	International Journal of Multidisciplinary Research and Development	MICE Tourism	Conceptual
8	2015	Tactful Management Research Journal	India - Gearing up for MICE Tourism	
9	2016	International Journal of Management Research & Review	Efficacy of MICE Tourism Industry and Supply Chain Management as an Integrated Approach	Conceptual
10	2016	Global Journal of Enterprise Information System	A Study of MICE Tourism Dynamics in Auto Expo 2016	Empirical
11	2016	International Journal for Research in Education (IJRE)	MICE Tourism in India: Challenges and Opportunities	Conceptual
12	2016	International Journal of Computer Science Trends and Technology (IJCST)	Smart Event Management System	Conceptual
13	2016	International Journal of Advance Multidisciplinary	MICE - Future of Business Tourism	Conceptual

research				
14	2017	International Journal of Computer Science and Mobile Computing	Review Paper on an Event Management System	Conceptual
15	2017	Indian Journal of Applied Research	A study on Importance of Event Management in the Current Scenario	Conceptual
16	2017	Tourism Spectrum	Incentive Travel: A Study of Customer Satisfaction of Leading Travel Companies in India	Empirical
17	2017	IOSR Journal of Humanities and Social Science (IOSR-JHSS)	Kodaikanal an Emerging MICE Tourism Destination in Tamilnadu (India)	Conceptual
18	2018	ICTACT Journal on Management Studies	Impact of Social Media on Event Marketing - An Analysis	Empirical
19	2018	Pramana Research Journal	MICE in India	Conceptual
20	2018	UAS Journal of Management and Commerce	Scope of MICE Tourism as an Emerging Hospitality	Empirical

		Industry		
21	2019	International Research Journal of Engineering and Technology (IRJET)	Event Management	Conceptual
22	2019	International Journal of Advance and Innovative Research	Marketing Sport Tourism In India	Conceptual
23	2020	Journal of Emerging Technology and Innovative Research (JETIR)	Indian Hotel Industry's competitive advantage over other countries in Meeting, Incentives, Conventions and Exhibition (MICE)	Conceptual
24	2020	Global Journal of Management and Business Research	The Impact of COVID -19 on Event Management Industry in India	Conceptual
25	2020	International Journal of Engineering Applied Science and Technology	The Impact of COVID -19 on Event Management Industry	Conceptual
26	2020	Journal of Critical Reviews	The purview of Adopting MICE for Business Sustenance in an Emerging Market: Kerala	Empirical

27	2020	Catalyst - Journal of Business Management	The Fate of Indian Wedding Industry in Post Covid - 19 Era	Empirical
28	2021	PalArch's Journal of Archaeology of Egypt / Egyptology	Analytical Study on Incentive Travel and Motivation	Conceptual

The MICE industry mostly depends on mobility, people & knowledge. There is an equal need for both conceptual & empirical research contribution for the growth of the industry. The author should have a balanced approach to choosing future research work and its nature. Table (3) satisfies the nature of the research and its frequency.

Table 4: Theme & Subtheme of the Research

The theme of the research paper considered in the particular year is one of the main aspects of the research work. The theme of the research paper also helps to decide the “Key Word” consisting in the research paper. This study has included a variety of themes related to the MICE sector including Incentive, Conference, Exhibition and Events. In the event sector, there were two themes considered by different authors “Sports Event” & “Wedding Events” in their research work.

Authors of all the 28 research papers/ articles have considered a variety of sub-themes related to the main theme of the research. MICE planning, Future Prospects, Conference management system, Religious Event Management, MICE marketing practices, growth of MICE, Supply chain management, stakeholder’s perception, social media and Event Marketing, Sports Event Management, the wedding industry in the COVID-19, Motivation for Incentive travel has been considered as sub-themes by the different authors in their research work.

The above table (4) concluded that themes & subthemes of the research article taken in this study are limited. MICE industry itself is a vast sector and many subthemes can be considered in further research.

Table 4 Theme & Subtheme of the Research		
Year of Publications	Theme	Subtheme
2009	MICE	Planning & Action Plan
2013	MICE, Conference	Conference Management System
2014	Event	Religious Event Management
2015	Exhibition, MICE	Marketing Practices, Growth & Future Prospects
2016	MICE, Exhibition, Event	Supply Chain Management, Perception of Venues, Challenges & Opportunities, Event Management System, Future of MICE
2017	Event, Incentive, MICE	Event Management, Importance of Event, Customer Satisfaction
2018	Event, MICE	Social Media & Event Marketing, Hospitality Industry
2019	Sports Event, Event	Event Management, Sports Event, Tourism Marketing
2020	MICE, Event, Wedding Event	Hotel Industry, Covid-19 & Event Industry, Wedding Industry Trends
2021	Incentive	Motivation for Incentive Travel

Table 5: Journal type

There is a total of 28 journals included in the study. Every research paper containing the MICE theme has been published in a different journal in the last 12 years. Journals are National & International in their categories. There are 18 International journals and 10 Indian journals that have published research work from various authors in the last 12 years on the MICE subject area.

Table 5		Journal Type
Sr. No	Title	Type of Journal
1	MICE Tourism in India: Forward Focus	Indian
2	Meeting, Incentive, Conference & Exhibition (MICE) Tourism: Present & Future Prospects in Chandigarh Capital Region	Indian
3	A Framework for Conference Management System	International
4	A literature Review on Management of Mega Event Maha Kumbh (Simhastha)	International
5	Marketing Practices Followed in Exhibition Industry: An Indian Perspective	International
6	MICE Segment: Poised for Growth in India	International
7	MICE Tourism	International
8	India - Gearing up for MICE Tourism	Indian
9	Efficacy of MICE Tourism Industry and Supply Chain Management as an Integrated Approach	International
10	A Study of MICE Tourism Dynamics in Auto Expo 2016	International
11	MICE Tourism in India: Challenges and Opportunities	Indian
12	Smart Event Management System	International
13	MICE - Future of Business Tourism	International
14	Review Paper on an Event	International

Management System

15	A study on Importance of Event Management in the Current Scenario	Indian
16	Incentive Travel: A Study of Customer Satisfaction of Leading Travel Companies in India	Indian
17	Kodaikanal an Emerging MICE Tourism Destination in Tamilnadu (India)	International
18	Impact of Social Media on Event Marketing - An Analysis	International
19	MICE in India	Indian
20	Scope of MICE Tourism as an Emerging Hospitality Industry	Indian
21	Event Management	International
22	Marketing Sport Tourism In India	International
23	Indian Hotel Industry's competitive advantage over other countries in Meeting, Incentives, Conventions and Exhibition (MICE)	International
24	The Impact of COVID -19 on Event Management Industry in India	International
25	The Impact of COVID -19 on Event Management Industry	International
26	Purview of Adopting MICE for Business Sustenance in an Emerging Market: Kerala	Indian
27	The Fate of Indian Wedding Industry in Post Covid - 19 Era	Indian
28	Analytical Study on Incentive Travel and Motivation	International

Table (5) suggest that there is a strong need for a dedicated journal for MICE in India. Also, authors are not sticking to the subject expert journal to publish the research article. There are more multidisciplinary journals has been taken by the authors to publish their work.

Table 6: Research focus (Region/ Event)

Authors have taken different geography and live events to conduct the research study. The majority of research work has been focused on India as a country. These studies are primarily done on secondary data. There are few cities focused research has been conducted by the various authors including Chandigarh Capital Region, Ujjain (Madhya Pradesh), and Kodaikanal Tamilnadu. In the year 2020, there were two studies done by the authors focusing on the state of Kerala and Jharkhand. Simhastha (Kumbh 2014), Auto Expo (2016), are the two events that have been considered by two authors in the year 2014 and 2016 respectively.

Table 6			Research Focus (Region/ Event)
S. No	Title	Region/ Event Focus	
1	MICE Tourism in India: Forward Focus	India	
2	Meeting, Incentive, Conference & Exhibition (MICE) Tourism: Present & Future Prospects in Chandigarh Capital Region	Chandigarh - Capital Region	
3	A Framework for Conference Management System	India	
4	A literature Review on Management of Mega Event Maha Kumbh (Simhastha)	Simhastha (Kumbh 2014), Ujjain Madhya	

		Pradesh
5	Marketing Practices Followed in Exhibition Industry: An Indian Perspective	India
6	MICE Segment: Poised for Growth in India	India
7	MICE Tourism	India
8	India - Gearing up for MICE Tourism	India
9	Efficacy of MICE Tourism Industry and Supply Chain Management as an Integrated Approach	India
10	A Study of MICE Tourism Dynamics in Auto Expo 2016	Auto Expo 2016, New Delhi
11	MICE Tourism in India: Challenges and Opportunities	India
12	Smart Event Management System	India
13	MICE - Future of Business Tourism	India
14	Review Paper on an Event Management System	India
15	A study on Importance of Event Management in the Current Scenario	India
16	Incentive Travel: A Study of Customer Satisfaction of Leading Travel Companies in India	India
17	Kodaikanal an Emerging MICE Tourism Destination in Tamilnadu (India)	Kodaikanal, Tamilnadu
18	Impact of Social Media on Event Marketing - An Analysis	India
19	MICE in India	India
20	Scope of MICE Tourism as an Emerging	India

Hospitality Industry		
21	Event Management	India
22	Marketing Sport Tourism In India	India
23	Indian Hotel Industry's competitive advantage over other countries in Meeting, Incentives, Conventions and Exhibition (MICE)	India
24	The Impact of COVID -19 on the Event Management Industry in India	India
25	The Impact of COVID -19 on the Event Management Industry	India
26	The purview of Adopting MICE for Business Sustenance in an Emerging Market: Kerala	Kerala
27	The Fate of Indian Wedding Industry in Post Covid - 19 Era	Jharkhand
28	Analytical Study on Incentive Travel and Motivation	India

India consists of 28 states and 8 union territories and each one of them has a tourism department and potential. Considering MICE as an industry, most of the States and Union territories promote the destination. As per table (6), there is a huge gap considering region and event focus research in the MICE segment in India. Various destinations can be considered for the MICE research and suggest further development.

Table 7: Data Analytics

Authors have used this type of data to conduct research based on the theme, sub-themes and objective of the research. Eight research studies are focusing on both primary and secondary both types of data to conclude the research of the study. Other studies have been conducted keeping secondary data-focused.

The authors to analyse the primary data in different research studies have used a variety of tools. Example: SAP - LAP, Quantitative data analysis, Statistics & non-Parametric test like Mann - Whitney U test, Wallis Test & Data Analysis using percentage and average.

Table 7		Data Analytics	
S.No	Title	Data Type	Data Analytics
1	MICE Tourism in India: Forward Focus	Secondary	NA
2	Meeting, Incentive, Conference & Exhibition (MICE) Tourism: Present & Future Prospects in Chandigarh Capital Region	Primary & Secondary	SAP-LAP
3	A Framework for Conference Management System	Secondary	NA
4	A literature Review on Management of Mega Event Maha Kumbh (Simhastha)	Secondary	NA
5	Marketing Practices Followed in Exhibition Industry: An Indian Perspective	Secondary & Expert Observations	NA
6	MICE Segment: Poised for Growth in India	Secondary & Questioners	Qualitative data Analysis
7	MICE Tourism	Secondary	NA
8	India - Gearing up for MICE Tourism	Secondary	NA

9	Efficacy of MICE Tourism Industry and Supply Chain Management as an Integrated Approach	Secondary	NA
10	A Study of MICE Tourism Dynamics in Auto Expo 2016	Primary & Secondary	Statistics & non Parametric test like Mann - Whitney U test, Wallis Test
11	MICE Tourism in India: Challenges and Opportunities	Secondary	NA
12	Smart Event Management System	Secondary	NA
13	MICE - Future of Business Tourism	Secondary	NA
14	Review Paper on an Event Management System	Secondary	NA
15	A study on Importance of Event Management in the Current Scenario	Secondary	NA
16	Incentive Travel: A Study of Customer Satisfaction of Leading Travel Companies in India	Primary	Data Analysis using percentage and average
17	Kodaikanal an Emerging MICE Tourism Destination in Tamilnadu (India)	Secondary	NA
18	Impact of Social Media on Event Marketing - An Analysis	Primary	Data Analysis using percentage and average

19	MICE in India	Secondary	NA
20	Scope of MICE Tourism as an Emerging Hospitality Industry	Primary & Secondary	Data Analysis using percentage and average
21	Event Management	Secondary	NA
22	Marketing Sport Tourism In India	Secondary	Na
23	Indian Hotel Industry's competitive advantage over other countries in Meeting, Incentives, Conventions and Exhibition (MICE)	Secondary	NA
24	The Impact of COVID -19 on Event Management Industry in India	Secondary	NA
25	The Impact of COVID -19 on Event Management Industry	Secondary	NA
26	The purview of Adopting MICE for Business Sustenance in an Emerging Market: Kerala	Primary & Secondary	Qualitative data Analysis
27	The Fate of Indian Wedding Industry in Post Covid - 19 Era	Primary & Secondary	Data Analysis using percentage and average
28	Analytical Study on Incentive Travel and Motivation	Secondary	Data Analysis using Percentage & Factor Analysis

Table (7) concludes that there is a need to put equal focus on the research considering primary data, variety of analysis tools and add some real data & findings to the MICE tourism literature. It will not only suggest the further development of the industry but also help further researchers to continue the research work.

Table 8: Respondent Profile

Respondents of the set of questionnaires decide the research focus and same time use of the outcome of the research. Table 8 has focused respondent type has been used by the authors to collect the primary data while conducting the study. The majority of the respondents are MICE industry professionals, Hotel Professionals. Few respondents are belonging to the set of consumers and customers of Incentive trips and wedding industry respectively. One of the research studies conducted in the year 2016 has been focused on the visitors and exhibitors of the Industry Exhibition.

Table 8		Respondent Profile
S.No	Title	Respondent Type
1	Meeting, Incentive, Conference & Exhibition (MICE) Tourism: Present & Future Prospects in Chandigarh Capital Region	MICE Service Provider (Travel Agent & Hotel) & Customer
2	MICE Segment: Poised for Growth in India	Hotel Professionals
3	A Study of MICE Tourism Dynamics in Auto Expo 2016	Delegates & Exhibitors
4	Incentive Travel: A Study of Customer Satisfaction of Leading Travel Companies in India	Customer of Incentive Trips
5	Impact of Social Media on Event Marketing - An Analysis	Industry Employees
6	Scope of MICE Tourism as an Emerging Hospitality Industry	Event organisers, Travel Agencies, Hotels
7	The purview of Adopting MICE	Industry professionals

for Business Sustenance in an Emerging Market: Kerala

8	The Fate of Indian Wedding Industry in Post Covid - 19 Era	Consumer of the Wedding Industry
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The selection of the right respondent profile in the research work plays an important role to achieve the objective of the research. The growing subtheme of the research work will suggest more variety of the respondent type and importance of the research work. Table (8) revealed that adding more variety of respondents will help to achieve good research results.

Table 9: Profile & Number of Authors

The authors of the research study are Academicians, Research Scholars, Students and Industry Professionals. Nine research papers have been done by the Academician & research scholars together. A student and academician have done one research paper together. The group of students has done only one research study. In the year 2020 industry professionals have done one of the studies. 16 research papers have been published by Academicians.

Table 9		Profile & No of Authors	
S.No	Title	Author Profile	No of Author
1	MICE Tourism in India: Forward Focus	Academician	1
2	Meeting, Incentive, Conference & Exhibition (MICE) Tourism: Present & Future Prospects in Chandigarh Capital Region	Academician	1

3	A Framework for Conference Management System	Research Scholars & Academician	3
4	A literature Review on Management of Mega Event Maha Kumbh (Simhastha)	Research Scholars & Academician	3
5	Marketing Practices Followed in Exhibition Industry: An Indian Perspective	Research Scholars & Academician	2
6	MICE Segment: Poised for Growth in India	Academician	1
7	MICE Tourism	Academician	1
8	India - Gearing up for MICE Tourism	Academician	2
9	Efficacy of MICE Tourism Industry and Supply Chain Management as an Integrated Approach	Research Scholars & Academician	2
10	A Study of MICE Tourism Dynamics in Auto Expo 2016	Research Scholars & Academician	3
11	MICE Tourism in India: Challenges and Opportunities	Academician	2
12	Smart Event Management System	Research Scholars & Academician	2
13	MICE - Future of Business Tourism	Academician	1
14	Review Paper on an Event Management System	Student & Academician	3
15	A study on Importance of	Academician	1

Event Management in the Current Scenario			
16	Incentive Travel: A Study of Customer Satisfaction of Leading Travel Companies in India	Academician	2
17	Kodaikanal an Emerging MICE Tourism Destination in Tamilnadu (India)	Academician	1
18	Impact of Social Media on Event Marketing - An Analysis	Academician	1
19	MICE in India	Academician	2
20	Scope of MICE Tourism as an Emerging Hospitality Industry	Academician	1
21	Event Management	Students	4
22	Marketing Sport Tourism In India	Research Scholars & Academician	2
23	Indian Hotel Industry's competitive advantage over other countries in Meeting, Incentives, Conventions and Exhibition (MICE)	Industry Professional	1
24	The Impact of COVID -19 on Event Management Industry in India	Academician	2
25	The Impact of COVID -19 on Event Management Industry	Academician	1
26	The purview of Adopting MICE for Business Sustenance in an Emerging	Academician	6

Market: Kerala

27	The Fate of Indian Wedding Industry in Post Covid - 19 Era	Research Scholars & Academician	3
28	Analytical Study on Incentive Travel and Motivation	Research Scholars & Academician	3

The involvement of the industry professional in the research is considered as adding a more realistic approach to the findings. The findings of table (9) suggest that a collaborative approach in the research will help to improve research quality and effectiveness.

5. Conclusion

Indian MICE industry has shown growth in the past two decades. This significant growth in the inbound and outbound MICE business did not match with the level of research required for the Industry. This study has shown that MICE industry research was done by the research scholar, academicians, and industry professionals have increased in the last 12 years.

This study result has shown some insights on the MICE industry research pattern, and focus area of the total 28 articles published in the last 12 years in various journals. Considering MICE as the main theme and various sub-themes by the authors, the sub-theme of the research area should be expanded keeping in mind rapid change in the market dynamics and industry behaviours. For example, MICE industry stakeholders' satisfaction, the social-economic impact of MICE industry and disruptive technology and its usage in the Industry should be considered for further research areas.

The study also suggested that future researchers should consider a balanced approach for choosing the method of research, method of data collection, use of analyses tool, selection of journals and limit of no of authors.

This study is limited to the analysis of the article published in various journals and only available as open access on online platforms. This limitation provides an opportunity for future research to understand the progress of MICE industry research in the context of India.

Future researchers who are planning to conduct research work in the MICE industry and context with India should look at this analysis as a reference and select the theme, subtheme, and nature of research for their intended study. The Lack of research offers promising opportunities for future researchers (Abbey & link 1994) indicating that this study may be considered for future research in the MICE segment of the Indian Tourism Industry. Further study can also be done on the regional, city and industry-specific primary and secondary data considering MICE industry research in India.

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