



MICE TOURISM ACTIVITY: We should also on the unwanted negative side

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Abstract

MICE refers to meetings, incentive travel, conferences, and exhibitions. MICE is an abbreviation for the events industry itself. These distinct event types shared one feature while differing in size and complexity. They are all related to business travel in some way. The corporate sector has clearly advanced tremendously in the modern era. The advantages of MICE are commonly mentioned. Yet everything has two sides. Each conference or meeting usually has a specific aim. The MICE may divert attention, and the participant may prefer to go on a tour rather than attend the meeting or conference.

Keywords: tourism, MICE, negative.

Introduction

Meetings, incentive travel, conferences, and exhibitions are all referred to as MICE. The events industry itself is referred to by the abbreviation MICE. These various event types had one element in common while varying in size and complexity. All of them have a close connection to business travel. It is evident that the corporate sector has advanced significantly in the modern era. Not even the real-time development and acceleration industries have contemporary innovations at everyone's fingertips for easy access and experience. incorporates reliable information A driving force for all industries in Thailand is timely and multifaceted MICE, an event sector that offers possibilities and experiences for participants to have a platform for knowledge exchange and business opportunities.

Going forward, learn more about the "MICE" sector of the event industry. It is a sector of the economy that creates business events for associations and corporate gatherings. both at the international level and the level of regional organizations It's a gathering that mostly caters to business professionals attending trade exhibitions and conferences, the majority of which are crucial to the nation's economy. Travel arrangements for association meetings to trade shows, major events, and international festivals are used as employee rewards. MICE is aware of

how crucial organization-to-organization communication is at the global level. The goal is to plan an event that meets requirements and is sustainable.

Coordinating role greeting visitors activities related to academic conferences exist. Setting up a meeting during the opening ceremony in a small meeting space for academic discussions Incentive Services: Hotel and food services and shuttle services have all given visitors remarkable and impressive reactions. by utilizing tourism to create fresh tourist attractions that wow visitors in terms of meeting space dimensions. providing inspiration and support for outstanding service and exhibition displays A display of and the new age transition industrial development trend accompanied a display of commercial goods, both domestic and imported, for sale as part of the celebration. Participatory observation revealed that every activity reflects being a gracious host. Ownership benefits all industries. The strategy of planning Vesak activities for all sectors to participate in is to assist the development of MICE tourism, and taking part in the event is a sustainable development to preserve Buddhism.

Negative side: we should not forget

MICE's benefits are frequently cited. Anything, though, has two sides. Typically, each conference or meeting has a specific goal. The MICE may divert attention, and the attendee may decide not to attend the meeting or conference but rather go on a tour. For instance, if a participant in an academic conference in Vietnam mentions the MICE activity, it may indicate that participant did not contribute to the meeting's goals but rather merely enjoyed the leisure trip, which results in loss of revenue and institute-supported budget [1]. MICE may, in the worst scenario, be a pathway for corruption. For instance, a recent report from an Indochina nation (<https://www.thaipbs.or.th/news/content/325594>) indicates that a health science officer is using corrupt means to gain money. It is important to keep in mind that MICE can be beneficial, but it must be used in addition to the meeting's or conference's primary objectives. The core purpose of a meeting or conference might be destroyed by excessive promotion. Meetings and conferences will then be pointless and serve solely as a means of masking "touring leisure" as "business," which may eventually pave the way for corruption.

Conflict of interest: None

References

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