Modern Mice-Tourism: its Organization and Practical Experience of the Offsite Seminar Activity

Olga Igorevna Kuznetsova and Lyudmila Vladimirovna Silcheva

Technology and Organization of Tourist Activity

"Russian State University of Tourism and Services Studies” Russia, Moscow Region, Pushkinsky district, Cherkizovo village

Abstract: This paper deals with historical background of the appearance and development of business tourism, especially an incentive-tourism, as well as analyzes the sustainable development of tourism and reflects the results of practical experience of the offsite MICE-event. The paper denotes modern specificity of incentive-tourism and identifies the types and aims of incentive-programs. It also provides statistical data of the current state of MICE-industry market. This paper considers in details the format of implementing the business activities and provides their classification according to various criteria. The most attention is paid to organization and conduct of the offsite training seminar for specialists in the field of tourism and training specialists in the tourism industry. Subject to analysis of the offset events conducted, the conclusions shall be formulated and summarized for both the participants and organizers of such events. The information obtained allows accumulating both positive experience and negative points for future development of this sector of the tourism market. Based on practical experience gained, the researchers are encouraged to actively use certain technologies, such as communication tactics, the competent organization of time resource, selection of professional organizational team, selection of a single brand and format for documentary support, election of rapporteurs (trainers) and their motivation.

Key words: MICE-Industry · MICE-Activities · Incentive-Tourism · Business Programs · Trainers · Teachers · Organizers

INTRODUCTION

Research Methods and Procedure: This paper have studied the classification and formats of the offset business activities, as well as analyzed statistical data of the current state of the MICE-industry market and examined the psychological aspects in the implementation of MICE-activities both from the part of the organizers and from the audience. Application of specific research methods, used in tourism, promoted the competent analysis of results of the offset business activity [1]:

- System analysis and synthesis;
- Brainstorming technique;
- Delphi technique;
- survey technique;
- Content-analysis;
- Method of analyzing the performance of managers (in our case - the organizers of the event).

An individual questionnaire survey technique was used to identify the opinions of the participants of the offset activity, as well as personal deep interview with training and teaching staff and the organizers [1]. In this case, the individual survey shall be understood to mean identification of real participants’ estimation of the event quality, as well as usefulness and novelty of the seminar information. Method of analyzing the performance of managers and a questionnaire survey technique was applied in order to study the opinions of the trainers and
organizers. Method of analyzing the performance of managers is based on the general background of the relationship between internal and mental processes and between external forms of behavior and activity. A questionnaire survey of the trainers and organizers considered issues characterizing aspects of quality and scientific and educational capacity of MICE-activity conducted.

**Research Tool:** A questionnaire of the participant/trainer/organizer; guidelines for the interviewer; “observer’s diary” [2].

**Results Obtained:** The following trends have been revealed as a result of the study:

- All technological, organizational and thematic nuances should be taken into account when preparing the business activities. The general concept of business activity development should take into account the target audience and the goals established by the customer in respect of the organizers of the project. (Analysis of 180 participants’ questionnaires has shown that 12% of the participants raised a series of claims against some subjects of activity);
- Most of the seminar participants (85%) have agreed that such events have a positive influence on their professional qualifications;
- The major part of teaching staff (72%) has admitted that the success of such event depends entirely on the competent formation (selection) of the participants’ contingent.
- The organizers (68%) have noted that the selection of subjects of speech or master class within the MICE-activities as well as the choice of the speech topic of each teacher with his ability to interest the audience is an important part of creating a positive response of the audience;
- 90% of trainers and 78% of the participants consider that such MICE-activities are useful and give positive experience in sharing knowledge and information with professionals in the field of tourism.

**CONCLUSION**

Considering features of the organization and conduct of MICE-activities, the most important modern aspects of the implementation of MICE-tourism should be noted [2]:

- The business activity in the MICE-tourism market and strengthening of its positive impact on the socio-economic development of the country shall be expected; therefore, those forms and methods of managing the development of MICE-tourism precisely, which comply with its specificity, must be applied.
- A customer-centered approach is required: each organization and a specialist in tourism industry will have a personal manager-curator, maintaining regular contact with his/her client, knowing the basic requirements of a partner and dealing with all the necessary issues.
- The MICE-tourism market will become more segmented by types of organization, size, goals, budget and profile of participants and trainers.
- The organizers shall ensure a sufficient number of well-equipped and comfortable rooms for breaks. There will be growth in demand for different exhibitions and cultural events during the conferences.

**REFERENCES**